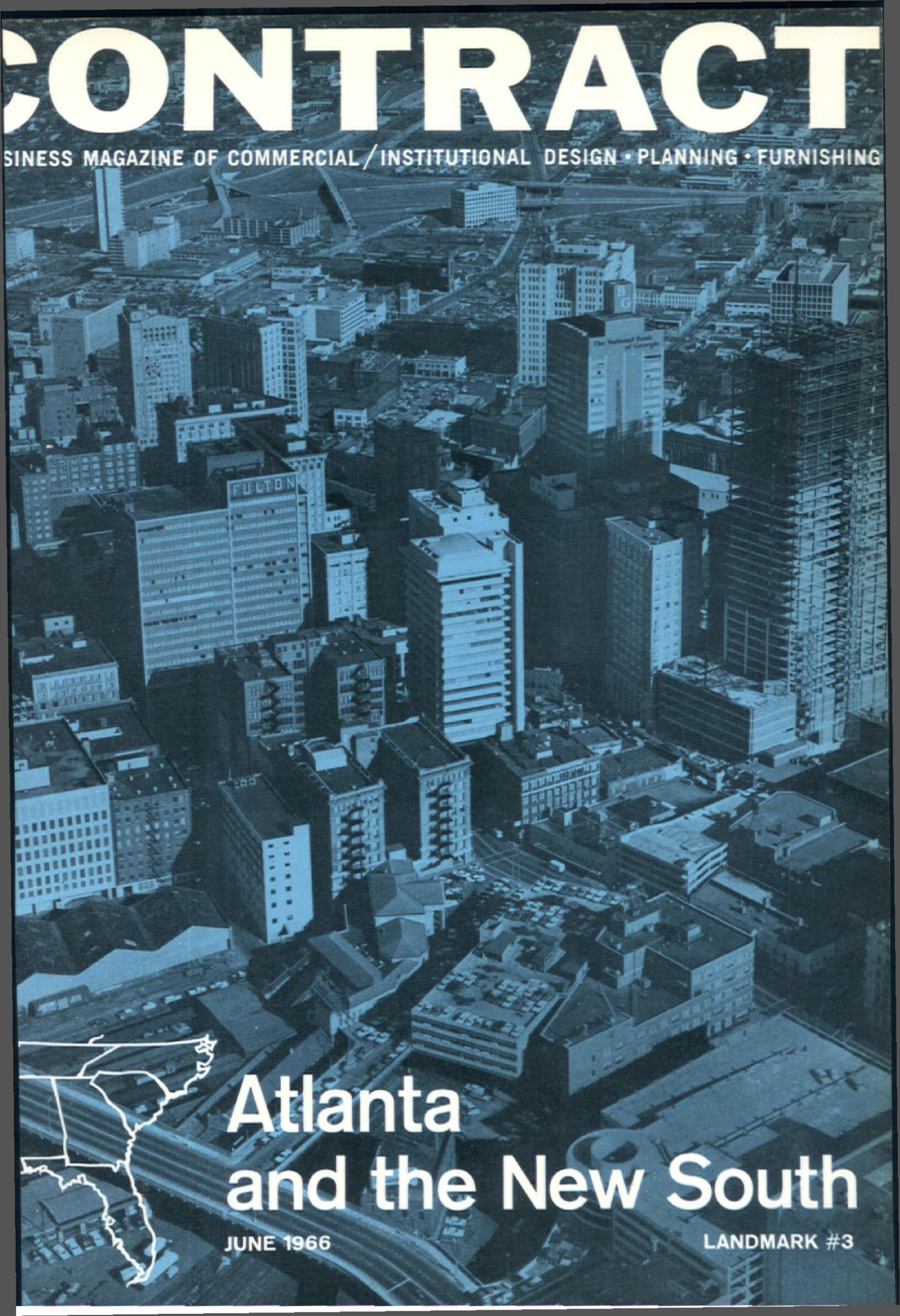
CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL / INSTITUTIONAL DESIGN • PLANNING • FURNISHING

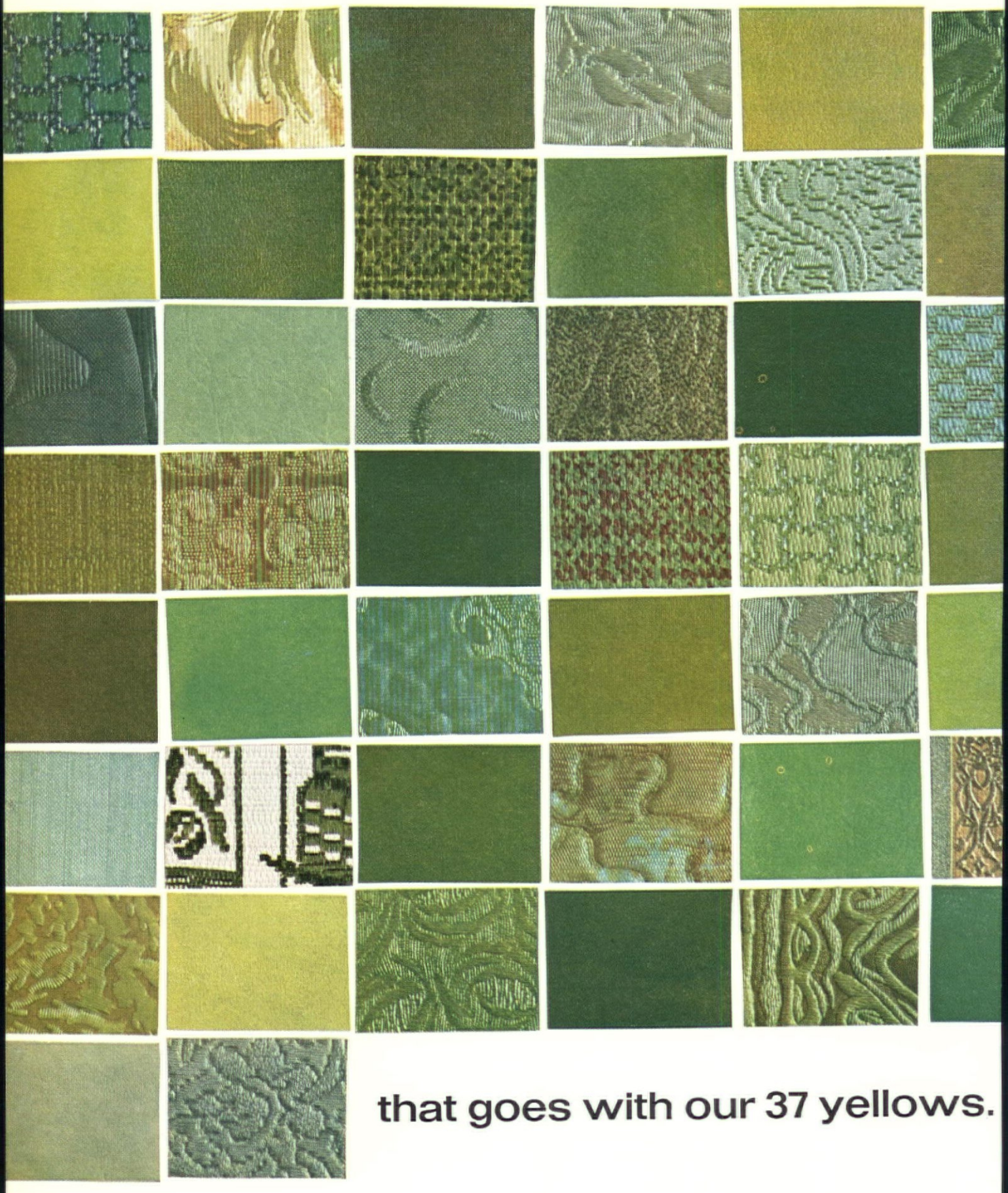


Atlanta and the New South

JUNE 1966

LANDMARK #3

This is the green Naugahyde...



that goes with our 37 yellows.

UNIROYAL
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Coated Fabrics/Koylon® Seating Department, Mishawaka, Indiana

NAUGAHYDE®

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e who stay at hotels like The Lucayan Beach just naturally expect the finest furniture.

It's there. It's Drexel.

an Beach in the Grand Bahamas, The Regency in
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ature Drexel. Because Drexel features superb craftsmanship.
nt finish. And indisputable quality. Because Drexel offers functional, durable contract furniture, from in-stock groups or manufactured to specifications, plus living, dining and bedroom pieces from its famous household lines.

May we send you our free catalog? Just write to Drexel Enterprises, Inc., Department L-6, Drexel, North Carolina.

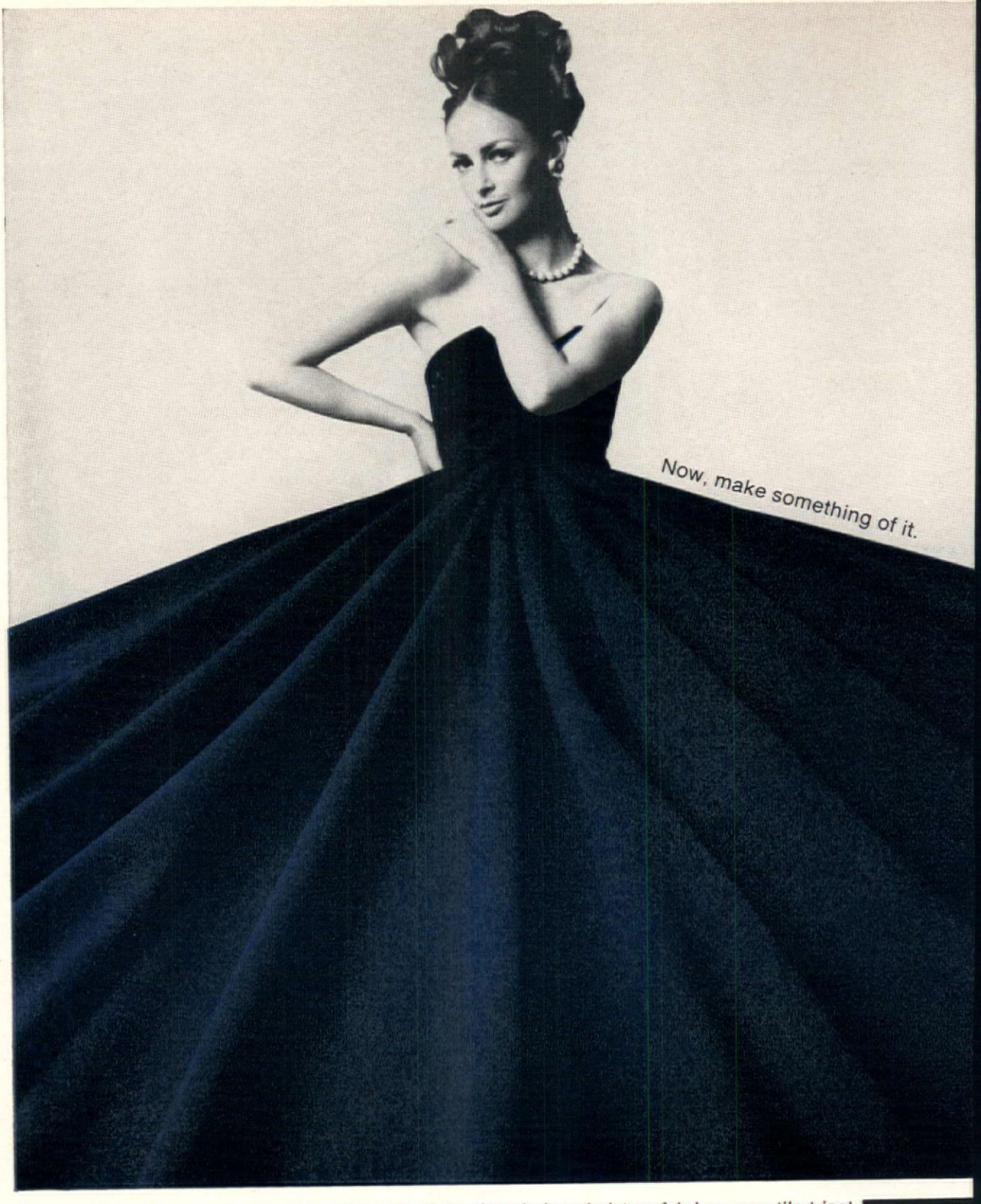
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EXEL®
PRISES, INC





Circle No. 51 on product information card

This is Concept*: an incredible new vinyl fabric from Terson: nylon tricot stabilized by expanded vi

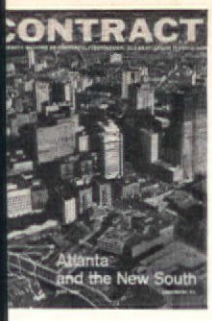


"Concept" is the most exciting breakthrough of the decade in upholstery fabrics: versatile tricot fabric of DuPont Antron® nylon stabilized by durable Terson expanded vinyl. The result is a brand new material with the richness of velvet. Completely pliable. Remarkably durable. Concept adds vibrant excitement to any upholstery use. Concept won't pull or stretch, even after extended use. Spills just wipe away. And it's color fast, too! ■ Fourteen fashion colors. ■ Write right now for your complete color line . . . so you can feel for yourself the ultimate touch of Terson. ■ Athol Manufacturing Company, Butner, North Carolina. ■ *Athol Manufacturing Company, a division of Plymouth Cordage Industries, Inc., General Sales office: Butner, North Carolina. Sales offices: New York, Boston, Chicago, Detroit, St. Louis.*



*Patent applied for

Circle No. 237 on product information card



The Cover

ATLANTA AND THE NEW SOUTH, our Landmark Issue #3, is designed to give our readers an overall view of an exciting, thriving area in the contract field. Cover design by Bert Lester; aerial photo by Ken Patterson.

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL DESIGN • PLANNING • FURNISHING

VOL. VII, No. 6 **JUNE, 1966**

PUBLISHED EVERY MONTH FOR FIRMS AND INDIVIDUALS WHO BUY, SPECIFY, DESIGN, INSTALL, OR REPLACE CONTRACT FURNISHINGS

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COMING IN THE CONTRACT

JULY—Wall Paneling—another important study in CONTRACT'S Interior Architecture series; Poured Floors; plus a portfolio of new office installations, including American Dental Association Building in Chicago.

AUGUST—Mid-Year Products Review, a round-up of contract furniture, furnishings, accessories, and services; Lamps & Lighting—new contract products and their uses.

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Cabin Crafts Makes the Contract Carpet That Makes Specifying Easy

Georgia's Department of Archives and History Building, a $6 million structure regarded as the most modern and efficient of its kind in the nation. Architect: A. Thomas Bradbury; Decorator Supplier: Ralph Dennard Co.; Interior Design: Ivan Allen Co.

Cabin Crafts uses Acrilan® acrylic to make a complete line of contract/commercial carpet engineered precisely to specifications. You specify. . .we supply.

Cabin Crafts contract/commercial carpets of Acrilan acrylic pile are specially styled as well as specially engineered to assure the performance, durability and "heft" required for heavy-traffic installations.

Name the quantity. . . any quantity, and we'll deliver it on schedule.

Cabin Crafts made the contract carpet of Acrilan that makes such a beautiful impression in Georgia's unique new Archives and Records Building in Atlanta. Such an architecturally interesting building demanded an aesthetically rewarding carpet . . . one that still met the practical demands of exact specifications and built-in performance. These features made it easy for the architect to specify. . . Cabin Crafts.

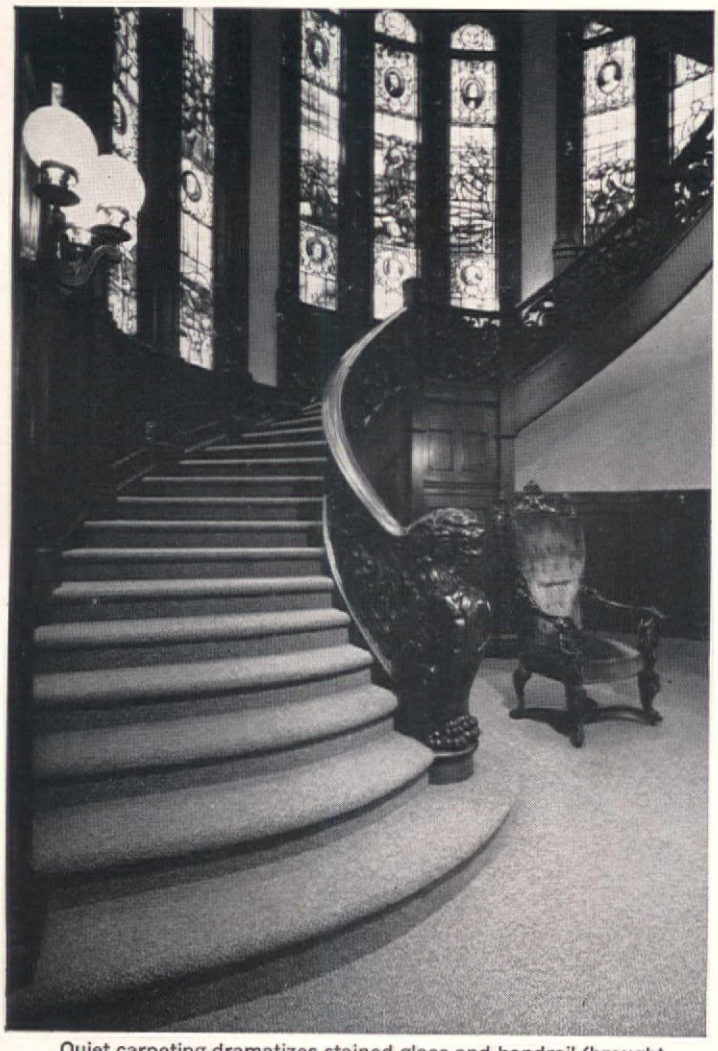
Cabin Crafts the choice for the new Georgia Archives Building



Cabin Crafts contract carpeting of Acrilan acrylic pile creates warmth in broad expanse of Archives Building.



Sound conditioning with Cabin Crafts carpeting of Acrilan in library and research area.



Quiet carpeting dramatizes stained glass and handrail (brought from original building) and steps to auditorium.



Fully carpeted auditorium of Cabin Crafts carpet of Acrilan fiber for finer acoustics.

Write for your free copy of Cabin Crafts Contract/ Commercial carpet brochure. Write Contract Advertising Department, Cabin Crafts, Inc. Dalton, Ga. 30720

ACRILAN
acrylic fiber by
CHEMSTRAND

CABIN CRAFTS

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hotel-motel contract

du-all TWIN beds

Seating! Lounging! Sleeping!

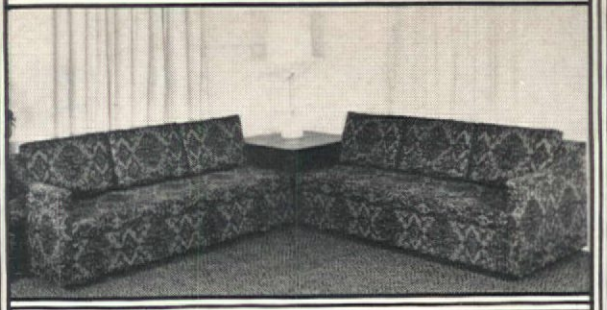
THE ULTIMATE IN COMFORT

Unique space saving styling in new corner, Long-Wall and Slide-A-Bed Twin units offer unlimited versatility. Designed to make BIG rooms out of little ones, du-all twin beds are room stretchers. Finger touch opening, closing and automatic locking are a few of the hidden values. The all new 16 body guard supports in a specially designed Suspension Spring Foundation is like "floating on air"

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MIAMI, FLORIDA
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THE MAYFAIR



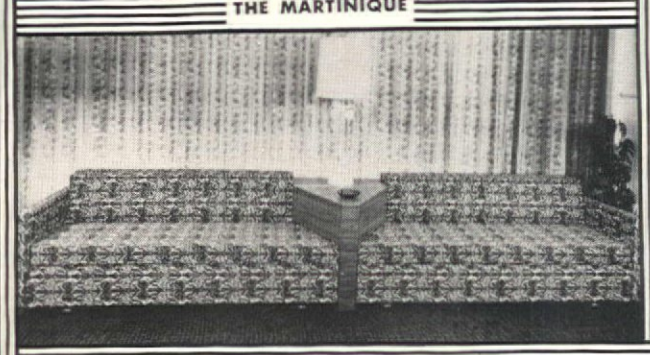


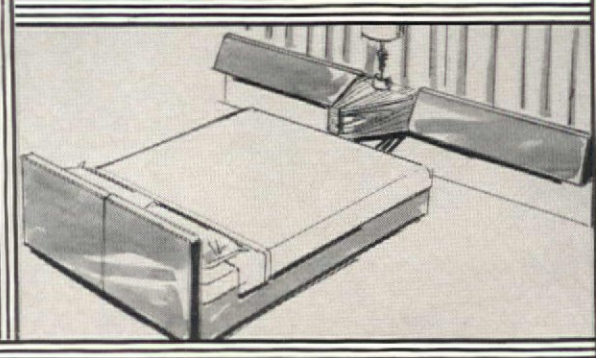
SLIDE-A-BED





THE MARTINIQUE





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PERMARKETS

GENERAL OFFICES

Until today there were only two ways to cover a floor.



The hard way.

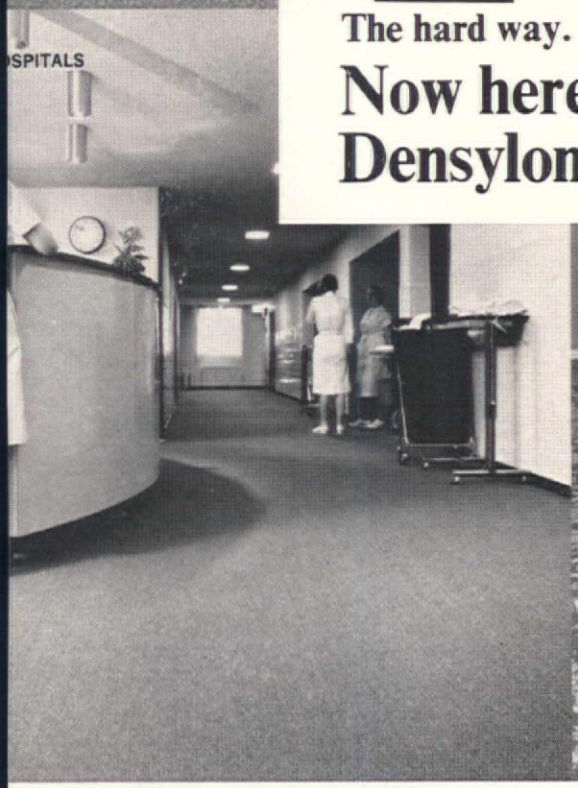


The soft way.

Now here's the right way- Densylon

SPITALS

COLLEGES





ith Densylon, made with ACE nylon, you can specify carpet where carpeting was never practical before.

And with complete assurance. You can rpet every square inch of every floor in y building. Office and apartment build- gs. Hospitals. Schools. Banks. Restau- nts. Public buildings. Hotels and motels.

You can do all this with Densylon*— d only Densylon. Densylon is the only rpet that keeps every promise other car- ts can't because it's different from any her carpet. Densylon is carpet turned side down: tough on top, soft on bot- m. Allied Chemical's tightly-twisted, gh-density ACE† nylon pile is bonded a 3/16" backing of B.F. Goodrich sponge- bber. You don't get that with any other oring.

Densylon's unique pile is so dense that rt can't sink in. So tight that the pile can't be pulled up. So tough that furniture legs and spike heels can't mar it. *No Densylon installation has ever worn out.* Not even the Densylon in the General Electric Pavilion at the New York World's Fair, walked on by more than 15 million persons.

And the biggest pay-off: Densylon actually pays for itself with savings in maintenance alone. Costs a minimum of eighty cents a square yard *less* to maintain in showcase condition than *any other flooring—hard or soft.* Vacuums clean in half the strokes ordinary carpets need. Spots and stains—even grease, sponge-mop right off the high-density ACE nylon pile. No scrubbing, waxing, stripping ever.

Densylon's wide spectrum of colors and patterns makes it easy to add prestige, beauty, quiet, warmth and comfort to *every* floor—with confidence and economy. There are endless applications for Densylon. Send for complete information.

CCC
10 West 33rd St., Dept. C-6
New York, N. Y. 10001
Attention: Mr. Oliver A. Wyman

Check Here

Please send complete information about Densylon. ☐

Please send your representative to give us cost estimates on approximately ..... square yards. ☐

Name_____

Address_____

City_____ **State**_____

** CCC's trademark for its sponge-bonded, high-density nylon carpet*
† Trademark: Allied Chemical Corporation

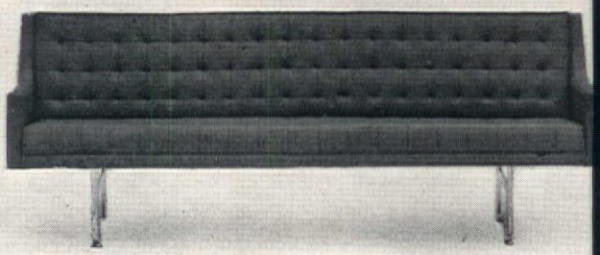
Densylon WITH **ACE** NYLON BY Allied Chemical

anufactured by CCC • Commercial Carpet Corporation, New York City, Chicago, Los Angeles; Canadian Affiliate: C.C. Carpet Co., Ltd., Ontario

Circle No. 239 on product information card

Monarch's new loose cushion version of its famous Blueprint Collection has met with roaring approval. The versatility and prestige of loose cushion styling has been incorporated with the noted slimline architectural design of the Blueprint Collection. The expanded 33-piece collection includes sofas, chairs, love seats, benches and correlated tables. All feature your choice of mirror chrome, satin chrome or genuine walnut bases. Select from the widest range of distinctive coverings. For this lion's share of luxury, see Monarch's full Blueprint Collection—the original, with tufted (*Monatuft) seat and back—and new loose seat cushion series with tufted back. W for detailed information on your letterhead.

MONARCH
MONARCH FURNITURE COMPANY
HIGH POINT, NORTH CAROLINA





Blueprint with loose cushions ...something to R-R-R-RROAR about!

SHOWROOMS: New York, Anthonson & Kimmel Associates, 440 Park Avenue, South • Dallas, Dick Lowe Associates, 3720 La France

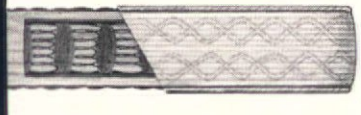
Ah Ha, Earl Gagosian— We know what you're up to!

Word has reached us about the new Royal Inns of America you're building in San Diego, Yuma and Barstow. Since you're going first class, you might as well put Englander mattresses in every room.

You have some good reasons for putting them here. First of all, Englander makes any kind of mattress you want. Urethane, foam latex and innerspring. Take your choice.

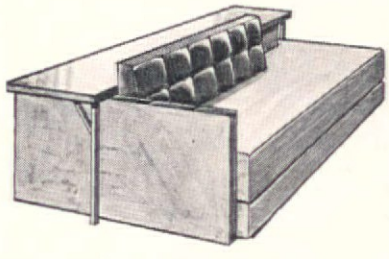
Our foam mattresses are very special. The old foam mattresses had to be broken in. For the first few months, you felt like you were sleeping on a trampoline. So we invented a new kind of foam—Process 202 Urethane. This is foam with the fight taken out of it. It gives—it adjusts. Its gentle support follows every move. By the way, these mattresses are light enough for a 110 pound maid to turn all by herself. You save on housekeeping time. How about *that?*)

Englander innerspring mattresses are different, too. They're completely wrapped in foam.



Top. Bottom. All four sides. Your guests sleep on cushiony foam. They're supported by firm innersprings. They get absolute comfort from edge to edge. This new kind of innerspring mattress has no old fashioned border wire. That's why our mattresses won't bake like an accordion or tilt like a see-saw when someone sits on the edge. The coils won't sneak down. The box spring is made of heavy huge steel. We try to think of everything.

For a bedroom that turns into a living room during the day, there's our Spacemaker line. We can hide any of our foam mattresses inside of these handsome, long-slung sofas. Pretty sneaky.



These are just a few reasons why so many hotels and motels have chosen Englander mattresses. We'd like to tell you more, Sir. But don't call us. Your Englander dealer will call you. And in case anybody's reading your mail, this coupon will bring them full information.

ENGLANDER CONTRACT DIVISION C-6
1720 Merchandise Mart
Chicago, Ill. 60654

Name_____

Title_____

Address_____

City_____ State_____ Zip_____

UNION CARBIDE **Englander**
NEW IDEAS IN SLEEP

Circle No. 57 on product information card

No. 130 on product information card

LETTERS

Most versatile

Dear Sir: I wish to take this opportunity to note for you the fact that we subscribe to five design and architectural periodicals. Of these, there are only two, i.e., Architectural Record and CONTRACT, which we have sent to New York and Maryland. I find CONTRACT by far the most versatile and preferable of all interior and design publications.

HAROLD B. CAHN
Martin Marietta Corp.
New York, N. Y.

Shelby Williams on West Coast

Dear Sir: We were delighted to see the very fine article, "The Western Contract Market," in the April issue of CONTRACT magazine. However, we were surprised that no mention was made of the one national manufacturer who was the first to open a regional West Coast factory exclusively serving this market. Shelby Williams opened its Los Angeles factory in 1959, and has since then moved into larger facilities to be able to continue the service for which it is known. We value the friendship and patronage of the many fine firms, designers and architects in this vast market, and we shall continue to do our utmost to furnish quality seating for their requirements.

MANFRED STEINFELD
Shelby Williams Industries, Inc.
Chicago, Ill.

Outstanding job

Dear Sir: I've just enjoyed going through the April issue of CONTRACT, and felt impelled to write to tell you of my pleasure in it. It is most gratifying to see what an outstanding job you have done with the magazine.

WILLIAM B. SEFTON
United Wallpaper Division
Desoto Chemical Coatings, Inc.
Chicago, Ill.

Kudos for Lerner

Dear Sir: I have just finished reading Lawrence Lerner's account of the growing role of the contract professional in your March issue. Articles of this type can do much to create a better understanding and more coordinated efforts among manufacturers, dealers and designers serving the giant commercial and institutional furnishings field. My compliments on Mr. Lerner's article and on your magazine, which gets better with every issue.

SIDNEY R. DEMBNER
Magna Fruniture Corp.
New York, N. Y.

A great help

Dear Sir: The two articles on carpeting in your February, 1966 issue, "Carpeting" by Irving Leos and "Carpet Case Study" by Paul Einstein, are the best I have read in a long time. We are distributing these articles to our sales and design staff and giving each of them a copy for later review.

Incidentally, I'd like to compliment you and your associates on your entire magazine, *all* issues. Besides being interesting, it is a great help to us in our business.

J. S. SMITH
Manager, Contract Division
The J. L. Hudson Co.
Detroit, Mich.

Advice requested

Dear Sir: I had never seen CONTRACT until last summer, and I regret that I did not subscribe to it then. Your articles on education in the April and June 1965 issues have provoked me to much serious thought. I did photocopy the articles on the education problem in design; I have reread them numerous times and have given them thoughtful consideration.

Your articles have stimulated me to take steps toward writing a master's thesis proposing a course in business practice for student designers. I have practiced interior design for 25 years and this was preceded by a university degree in interior design, followed by schooling at an interior design school. I feel that a master's thesis at this time could be of value, especially regarding business practice.

I would like help, especially advice, from others in the field so that the thesis can be of the most value. Perhaps I have delayed so long in doing this that others may have already covered the subject.

Thank you for any help you or your readers can give me.

JACQUELINE H. WARD
P.O. Box 7420
Las Vegas, Nev.

What's your definition?

Dear Sir: We are engaged in the furniture and furnishings business and are departmentalized into two separate divisions—one residential, the other contract. We would like your advice in delineating just what and when a contract sale is. Your definition will be sincerely appreciated.

BERT ROSENTHAL, JR., NSI
Vice President, Contract Di
Chevron Distributing C
Denver, Col

In reply to your letter, the contrac market is not an easy one to defin since many firms and individuals hav entered it from many different direc tions in the past decade.

A contract sale may be one in whic you sell merchandise to any one of th following types of individuals or firm providing that the merchandise w end up in a commercial or institution interior. Here are some of the typ we refer to:

Architectural firms, interior design ers, contract furnishers, hotel buyin offices, corporate buying offices, go ernment procurement agencies, fr ternal and religious organization bu ing offices, banks, ships, hospita homes for the aged, schools, nig clubs, restaurants, and so forth.

Tract housing where the build furnishes the houses or apartments masse is also considered a contra sale, even though the end-use of t merchandise is residential.

That is the best "definition" we c offer; we don't believe that a on sentence definition is possible—or us ful, for that matter.

We might suggest that the best w to find out what contract selling a contract sales involve is to set up contract department within your or anization, offering special services the types of organizations and indi duals named above. We recomme that you give your contract depa ment a separate and distinct identi even a separate firm name has adva tages. We also recommend that one more persons be assigned to the co tract department and be divorced fr residential work.

We recommend further that the co tract personnel learn how to read discuss specification with archite contract designers, et al. Learn how speak their language, in other wor

Circle No. 317 on product information



Meeting of the minds.

Innovation. Environment. Service.
These are thoughts you live by.
So do we. With you in mind.
Take this chair for instance.
It's new. With many innovations.
But it's just one of some 50 Steelcase chairs which respected architects have used in noteworthy office installations.
In other items of office furniture, too, your Steelcase representative can offer an impressive number of choices to fit your aesthetic and functional concepts.
Most important, though, is what he can do to make your job easier.
He doesn't just talk service.
He gives it. The kind you like.
And that we'd like to tell you about.
Why don't you get in touch with Steelcase? Now. While your mind is on innovation and environment. And service. Write Dept. K.

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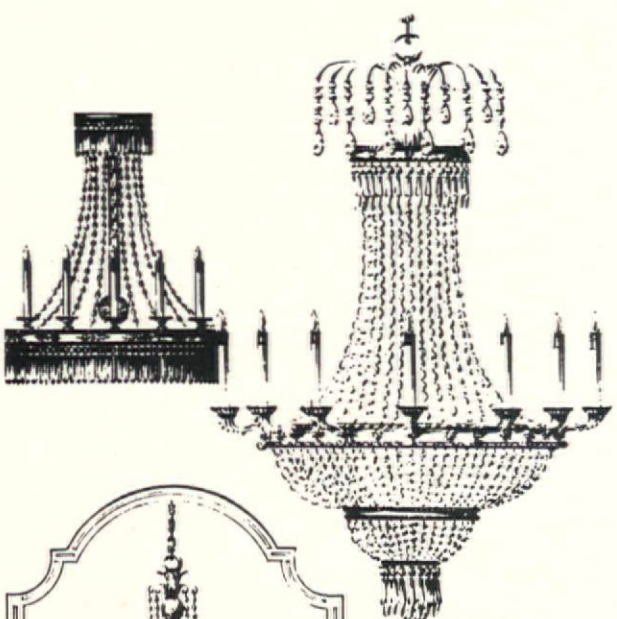
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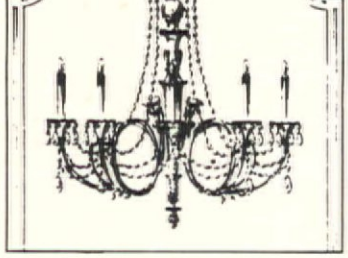
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MIAMI: STUDIO OF LIGHTING, 708 N.E. FIRST AVENUE

REPRESENTATIVES IN ALL PRINCIPAL CITIES

YOU ARE CORDIALLY INVITED TO VISIT OUR SHOWROOM. DISCOVER "GOOD DESIGN COSTS NO MORE!"







Circle No. 241 on product information card

D. C. Currently by Ash Gerecht

OUR WASHINGTON REPORT:

- **Growing interest in Federal-state relation**
- **Demonstration cities—showcase project**
- **Metro Desks—city link with Federal agen**

PERHAPS the most important feature of government demands for contract furniture a nishings, next to the volume which makes t government your largest single customer, dispersion. The demand for your products and is not only not centralized, it is becoming l tralized, paradoxically, with the growth of ment and enlargement of its activities. This seen most visibly in such regional centers as These centers develop for two reasons: the es ment of a specific function, such as an Inter enue Service data processing center, or the co tion of numerous Federal installations into on ing, for arguments of efficiency, economy, client service.

As a result, you have such new facilities Kansas City, Mo., Federal center, the one at that has been delayed because of the Presiden nam stretchout for government construction, erans' insurance center at Fort Snelling, M the somewhat older outpost of social securi essing in the Baltimore area.

Various forces are working to see that th be more widespread Federal offices, with a m within that arguing that the dispersion need more precise than it has been so far. The ma is being encouraged by a number of develo One is the growing interest in Federal-state ships, intergovernmental matters. President terms the outlook "creative federalism." What down to is, in part, a realization that the da operations of the increasing number of Fed sponsibilities needs to be brought more closel people affected and that the states, a rather n part of the governmental structure, can bes listed to help carry out the functions. This ch means both the expansion of state official fices, and, we need to say at this point, th demands for architects, designers, and out and the placement of Federal liaison offices propriate places to work with them. In othe the link is with cities directly, and the Federal want to encourage metropolitan governments velop, as another part of the chains.

(Continued on

Circle No. 120 on product inform

Masland's Got The Men ...and the men behind them

Wherever you are, your Man from Masland is not far away.

■ Our Territory Manager, in your area, knows his job. He knows how to work effectively with architects, designers, retailers. See him first.

■ Backing him up, on the more unusual jobs—our Regional Contract Specialist. Trained to the teeth. He knows contract carpeting inside and out. This is why he's there.

■ Behind these men are our Design, Planning, and Manufacturing technicians, at the mill. Whether it's a simple stock contract order or a highly complex job, they've got the know-how to meet your exact specifications. If you need help, write our National Contract Manager, 295 Fifth Avenue, New York, N.Y. 10016.



1966 • OUR 100TH ANNIVERSARY

The Magic of Masland Carpets®

C. H. MASLAND & SONS • Carlisle, Pa.

NOW
A Contract Carpet You Can Use Anywhere,

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NEW VICTORY LANE Contract Carpet

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VICTORY LANE is made on a close gauge machine out of especially engineered DuPont fibers—the first time in carpet history that a quality is available in its weight and construction at such a low price.

Designed for use literally for any use, VICTORY LANE is available in a variety of solid colors as well as harmonious tones of blended colors.

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Sales offices/showrooms in New York, Los Angeles and Dallas

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OUR WASHINGTON REPOR

CONTINUED FROM

What will be happening is perhaps best illustra by the plans for the latest U.S. department of H ing & Urban Development. As the Housing & H Finance Agency, it had six regional offices, ra minuscule in size and power, and with little sens coordination among Federal agencies and progra Now HUD plans to increase mightily the import of those regional offices, coordinating its many grams through them, rather than depending so m on Washington.

Along with this, HUD hopes to put Federal c dinators into expanded renewal-type projects, w it has termed Demonstration Cities— a consolida of Federal efforts to rehabilitate cities which it h will be adopted universally—and it is also tal of establishing "Metro desks" in every metrop to help the city work with the many urban progr the U.S. has, and the more programs it will get. Be deluded by the term "desk," the term is collectiv

With the scope of Federal programs increas not only will the Federal establishments in the c grow, the cities, offices must also expand, and t again new demands for your products will flou

All this makes for a future that pales the pre restrictions the President is putting on the const tion budget.

But in addition to this growth, which is relat easy to project, with the main argument being as to what section of the country will get the pie first, another dispute is going on, almost at infancy stages within the Federal government. It percussions may affect you in ways and volumes today can not be conceived. This one is, to put i simply, the Federal office-version of central city sus suburb. On one level, it is Washington versu hinterland. On another, it is the question of wha to New Towns? As Washington decides some of questions, so can large private industries decide the face of America—and the map of your mark be changed. Men in charge of planning the Fe government's structural future are asking: do new facility have to go downtown (downtown W ington, or downtown elsewhere), or can it go o fringes?

Sometimes moves away can be successful—a the case of research installations, such as the tional Bureau of Standards now located in Was ton exurbia, or the Naval Ordnance Laboratory, o the first to trek to the suburbs. But sometimes it i than a full smash, as in the case of the Atomi ergy Commission's removal in the Eisenhowe to the same general region that NBS has just m to. This question is not resolved. But planner aware of the pressures that bureaucrats develo keeping their offices downtown, they know of the for good communications, and against this the to balance the shortage of sites, the cost of portation and burden on city services, of still ar facility in a city center.

Moved away from Washington, a facility may ceed—like the social security operation in Balt —or frazzle, as civil defense did, not without

(Continued on pa



Styled for modern times

re, at last, is an astounding clock as modern as the ace age, that needs no adjustment to compensate 28, 29, 30 or 31 day months (including leap year!). st set it and forget it!

The digital time read-out is in the same precise guage used in the count down, the computer nter, the clearing house.

No clock hands to interpolate . . . direct reading num-rs indicate the time (day and date in some models).

Available in 7 models with combinations of hours, minutes, seconds, days and dates, these Standard-Solari clocks blend into any architectural decor, give instant, accurate time at a glance. Ideal for offices, banks, terminals, military installations, sports arenas and other indoor and outdoor time display.

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Please send me Form 260 describing the complete Standard-Solari clock line.

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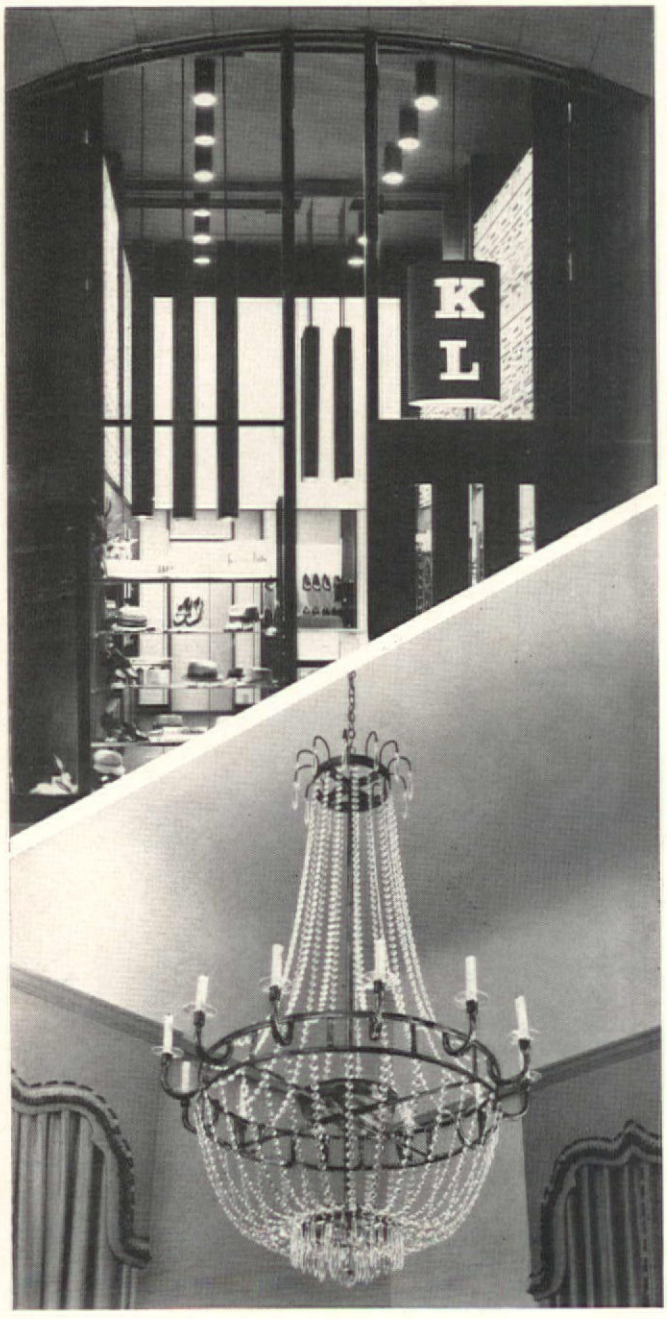
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OUR WASHINGTON REPORT

CONTINUED FROM P. 1

reasons, in Battle Creek. This continues to be ex amined, abetted by legislators' understandable an often obvious exercise of muscle to bring a pa ticularly valuable facility—such as a huge aton smasher with a multimillion yearly beneficence the area—to their district.

A new factor complicating this is a larger en vironmental issue. The Federal government is pr posing a program of aid to New Communities. Op ponents of such an insurance program question ho such cities can succeed—what will be their econom base? How do you guarantee that enough emplo ment will be secured to make the new town a tru viable operation able to make its way?

Planners here consider significant that a numb of privately planned New Towns have started wi a premise or wish of some governmental establis ment. These could be a new university campu Columbia, Md., one of the most touted of the clas hoped to get the U.S. Patent Office. But the pla ners ask questions beyond employment alone; th question housing. What handle could the U.S. u to see to it that a New Town would have housi for every class? So far, planners disquieted by t fact that the lowest limit for structures is beyo the reach of much of the populace that could would work in a city. The easiest answer they s is the control that a Federal installation itself cou give the U.S., in assuring terms of both employme and housing. So, they consider as they try to proje U.S. governmental needs over future years, what f cilities might go into New Towns, rather than in center cities or Washington, and at what terms.

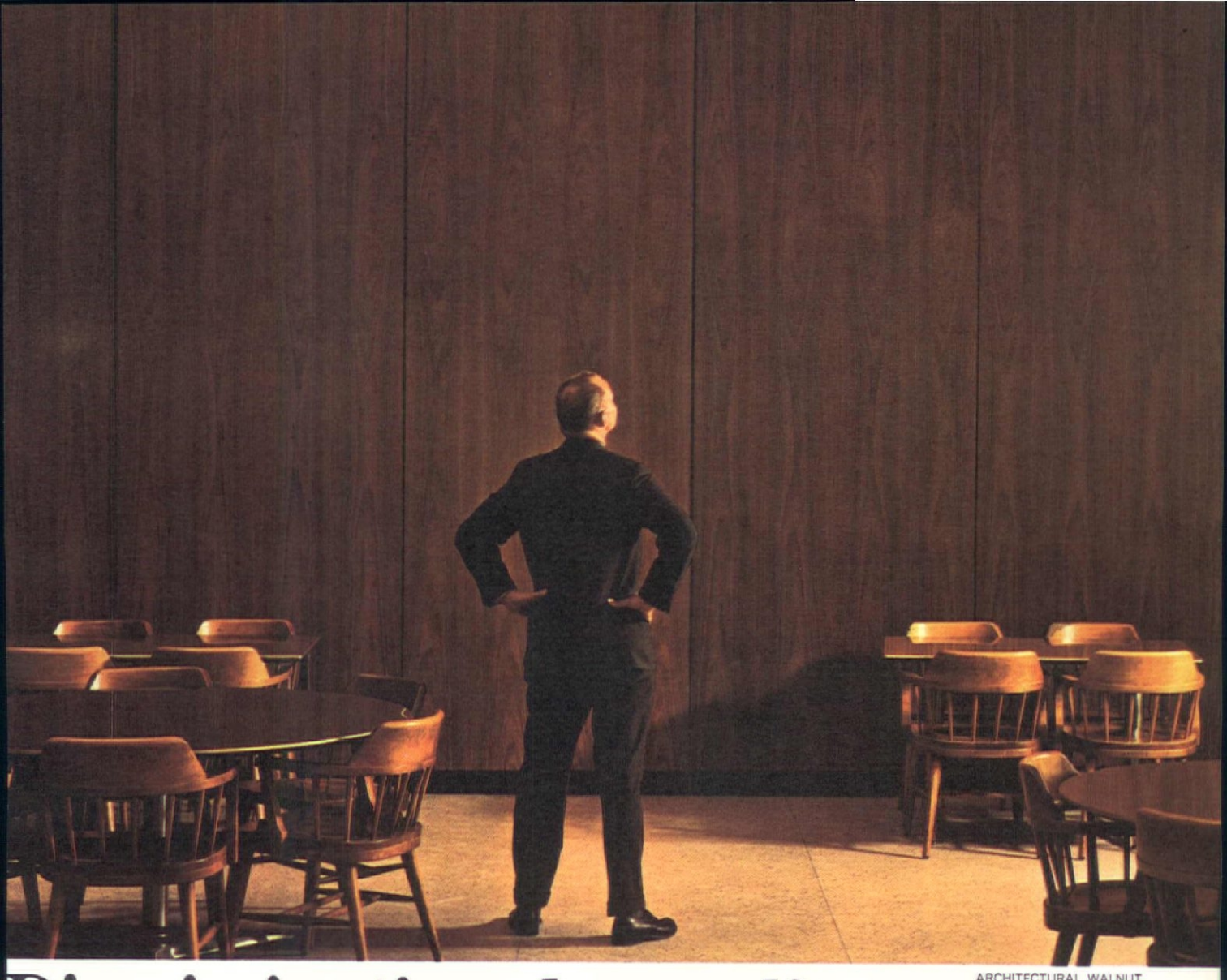
With a large Federal facility, and its sizable pa roll with relatively permanent tenure, a New Ci might be on the high road to success, much as t sign-up of one large department store can start t making of a shopping center. Such facilities ser to attract private ventures; large corporations mig be willing to follow the venture of the governme with the consequence that your markets can co ceivably be in for a reshuffling that can only compared with, even if it does not match, the subu ban growth and realignment you've encountered the postwar years.

Diversity in demands

Perennially fickle might be the term for t Federal needs—the government is always shoppi around, ready to go with the lowest bidder it co siders qualified. Widespread and varied are its r quests—one consistency you can depend on. Here a sampling of recent invitations to bid:

Post Office Department, Washington—plastic la inated wood lobby desks, 725 each.

Defense General Supply Center, Richmond, Va. Nonslip lightweight desk covering, 60,000 each. St clothing lockers, 400 each. Dining tables, 990 ea Plastic laminated worktables, 100 each. Folding ca vas cots, 66,000 each. Vinyl resin tile, 12,276 carto Floor mats, 4,668 each. Folding-leg tables, 600 ea Glass mirrors, 6,000 each. (C)



ARCHITECTURAL WALNUT

Discriminating, demanding, creative architects are our kind of people!

Take your pick from over 50 Georgia-Pacific Architectural Panels!

We have most of the great and beautiful hardwoods in a variety of veneer matches. But . . . if we don't have exactly what you want, we'll work up something special just for you. The panels you receive will be hand-crafted to your specifications. And they'll be finished with G-P's new ultra-smooth sanding process. Result: G-P can give you exactly what you need for paneling, counter fronts, cabinets, built-ins and partitions.

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MORE

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New ideas in decorative paneling from Georgia-Pacific! All in factory finished plywood panels!



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"MASCULINE" G-P STYLE IV PANELING

This paneling was specially developed to appeal to men. The grooves are 4 inches apart—this makes the paneling look like a series of 4 inch planks, installed individually. This custom look, coupled with the rich, rugged warmth of Black Walnut or Oak . . . is perfect for executive offices, dens, and home libraries. (Acryglas finish, standard 4′ x 8′, 9′ and 10′ plywood panels.)



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EIGHT ELEGANT INLAID PANELS!

G-P Inlaid Paneling has the custom look of hand-craftsmanship . . . right down to the Acryglas finish. Selection: Pecan, with Walnut Inlays, Walnut with Pecan Inlays, Elm with Walnut, Distressed Heirloom Cherry with Walnut, Fawn Amazon with Maple, Golden Amazon with Maple, Continental Elm, and Copper Inlaid Vintage Fir. (Standard 4′ x 8′, 9′ and 10′ plywood panels.)



GOLD CREST GOLDEN ELM

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The Gold Crest design features a one-half inch vertical channel every 16 inches. You decorate the channels with colored tape, metal strips, fabric or tile to compliment the decor. Our exclusive Acryglas® finish looks like hand-rubbed oil finish, yet it's so tough you can't even faze it with fingernail polish remover. Choice of five beautiful hardwoods: Rosewood, American Walnut, Distressed Heirloom Cherry, Golden Elm and Pecan. (Standard 4′ x 8′, 9′ and 10′ plywood panels.)



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ARCHITECTURAL PANELING!

(See reverse side of this page for more information)

Wide selection of veneer matches!

Many striking effects can be obtained through veneer matching with G-P Architectural Paneling. Choose from: book, slip, diamond, reverse diamond, checkerboard, four-way butt and center, "V", random, herringbone, box, and reverse box. Each pattern has a different look in every wood.

Fire Retardant Panels!

Now available—Hardwood panels with pressure impregnated core. Or use standard G-P Hardwood panels mounted on G-P Bestwall *Firestop* Gypsum to give you a handsome, premium quality low maintenance wall that will earn you the best fire resistance rating. (*Firestop* is a Gypsum wallboard that's reinforced with incombustible glass fibers and unexpanded vermiculite.)

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THE GROWTH COMPANY



PLANNING THE 1967 CONTRACT SHOW: The industry advisory committee of CONTRACT '67, the national contract show and convention scheduled for next April, met late last month to discuss promotion of the new show, as well as such special programs as panels, seminars, and special exhibits. Reading from left to right: Sidney Schwartz, Trend Mills; Geoffrey Walsh, head of the committee, of Molla, Inc.; Oliver Wyman, Commercial Carpet Corp., Ben Hellman, publisher of CONTRACT Magazine; Murray Smith, Wilson-Art Plastics, div. of Rexall Industries; Jerome Brown, National Expositions Co., which will manage the show, and Manning Field, Jack Lenor Larsen Inc. Other members of the committee who were not able to be present include: Wesley E. Sims, Mohasco, Inc.; Chilton Brown, Directional Contract Furniture; Frank Huggins, Win Anderson Fabrics; Alan Kridel, Jackson China, and Herbert Levine, Quartite Creative Corp. The show, which will be held under the joint auspices of CONTRACT Magazine and National Expositions Co., will take place April 25, 26, 27 at the New York Coliseum. (For details, see Calendar on page 27.)

nsley-Spear motel census

first annual Census of the Motor el Industry in the U.S., just re- ed by Helmsley-Spear Inc., reveals as of December 1, 1965 there were 0 motor hotels with 476,932 units. average size for the country as a le is 99 units. (See chart below.) he realty firm undertook the census use of the lack of statistical infor- ion on the motel industry. Since motor hotel as we know it today developed after the late forties, t of the data had included informa- on tourist courts, hotels, small motels, and semi-residential facilities. For the census, Helmsley-Spear defined a motor hotel as a property with transient lodging facilities, built or completely modernized since World War II, open year-round, and containing at least 50 guest rooms. Alaska and Hawaii have been excluded from the study.

Interesting trends turned up by the survey are the geographical shift of the motor hotel from the west, where it originally developed, to the eastern part of the country. Today the greater number of motor hotels are in the East near big cities. The study also points up the invasion of the city by the motor hotel and consequent shakeup of hotel strongholds, the shift from postwar years when motor hotels followed the roads, and the changes in size, facilities and services. Factors contributing to these trends include new travel habits, jet transport, increased leisure and vacation time. Another significant trend is the move toward affiliation and the disappearance of the independent operator, which is expected to continue as large motor hotel organizations build new facilities and add rooms to existing ones.

MOTOR HOTELS IN THE UNITED STATES
REGIONAL DISTRIBUTION
DECEMBER 1, 1965

Region	Number of Units	Percent of U.S. Total	Number of Motor Hotels	Percent of U.S. Total	Average No. of units Per Motor Hotel
outheastern	120,368	25.2%	1,249	26.0%	96
iddle Atlantic	88,204	18.5%	843	17.6%	105
reat Lakes	72,332	15.2%	703	14.7%	103
estern	71,086	14.9%	727	15.1%	98
outhwestern	63,568	13.3%	639	13.3%	99
idwestern	32,191	6.8%	311	6.5%	104
ew England	21,090	4.4%	231	4.8%	91
orth Central	8,093	1.7%	97	2.0%	83
Total U.S.	476,932	100.0%	4,800	100.0%	99

You saw it first in CONTRACT

The Rohm & Haas Building, which occupied the feature spot of our April issue, has been singled out by *Administrative Management Magazine* as the first place winner of its "Office of the Year" awards. The Philadelphia office building was so honored for the "singular excellence of its new facility" by the business publication. *Administrative Management* found the Rohm & Haas Building, designed by space

(*Continued on page* 22)

It's about time somebody did it.

Created a truly versatile contract grouping. One that can be used in any kind of room. To make big rooms more lavish.

...small rooms look bigger.



...old rooms look new.



...in hotels



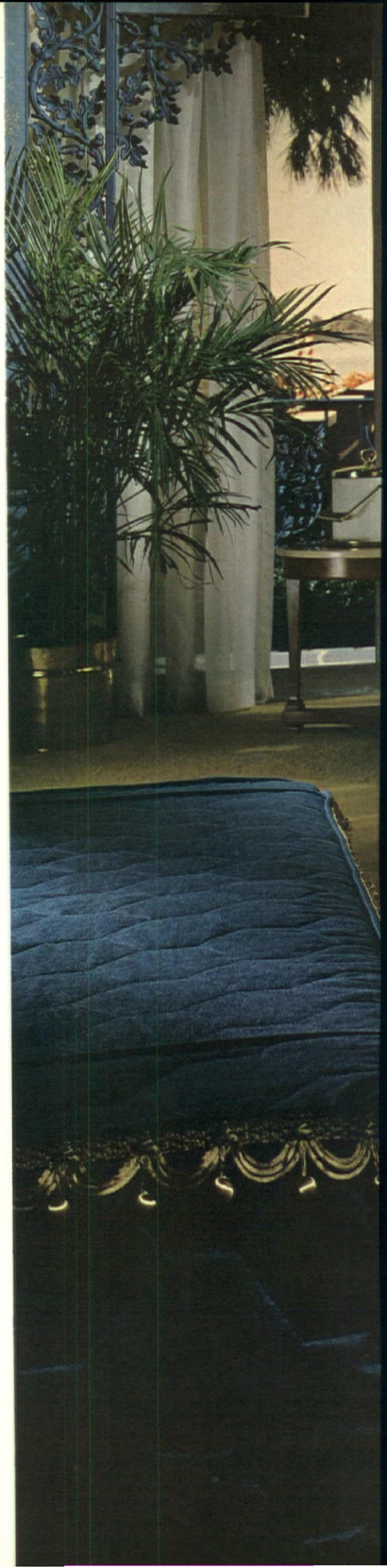
or motels.



So we created one. We call it La Via

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King Compact Kitchen Centers Turn Ordinary Rooms into "Efficiency" Apartments



OR AN EXTRA ROOM INTO RENTAL INCOME



OR HOTEL-MOTEL ROOMS INTO HOUSEKEEPING UNITS



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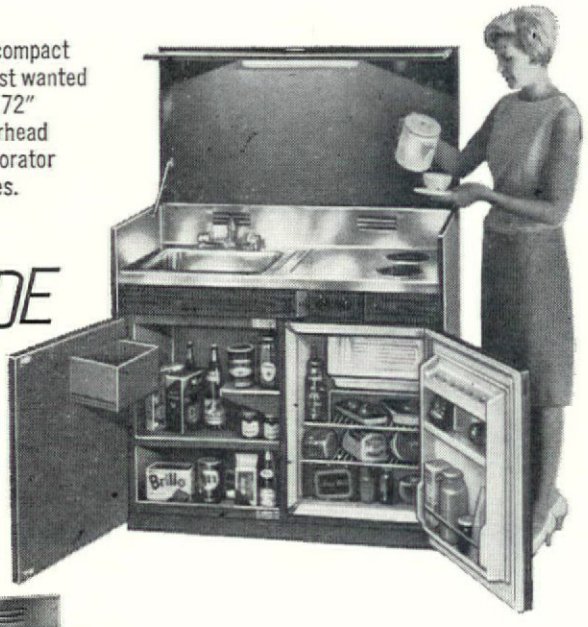
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A complete refreshment center . . . housed in a beautiful cabinet, decorator-designed in the tradition of fine furniture!





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CONTRACT BUSINE

planning/design firm Saphier, Le Schindler, a "superb embodimen administrative efficiency" and mended the project as one w looked ahead 50 years. Said judges: "The Rohm & Haas offices be functioning when other so-c modern offices will have passed obsolescence."

Wanted—designers, draftsmen

Draftsmen and designers are in supply. That's the word from of the larger space planning and tract design firms in New York One such organization has al started a school for trainees, wh being paid generous salaries while attend classes conducted by senior members. A large manufacturing pany in upstate New York ,has out a call for furniture designe create new cabinetry for them, b getting a very meager response cause the jobs demand that appli relocate. In light of our April Education issue, which pointed ou the schools were not training pers for the contract industry in suff quantity or quality, this latest comes as no surprise. The pers crisis will undoubtedly deepen i next year, rather than clear up, meanwhile the prospects for the ified design school graduate are great.

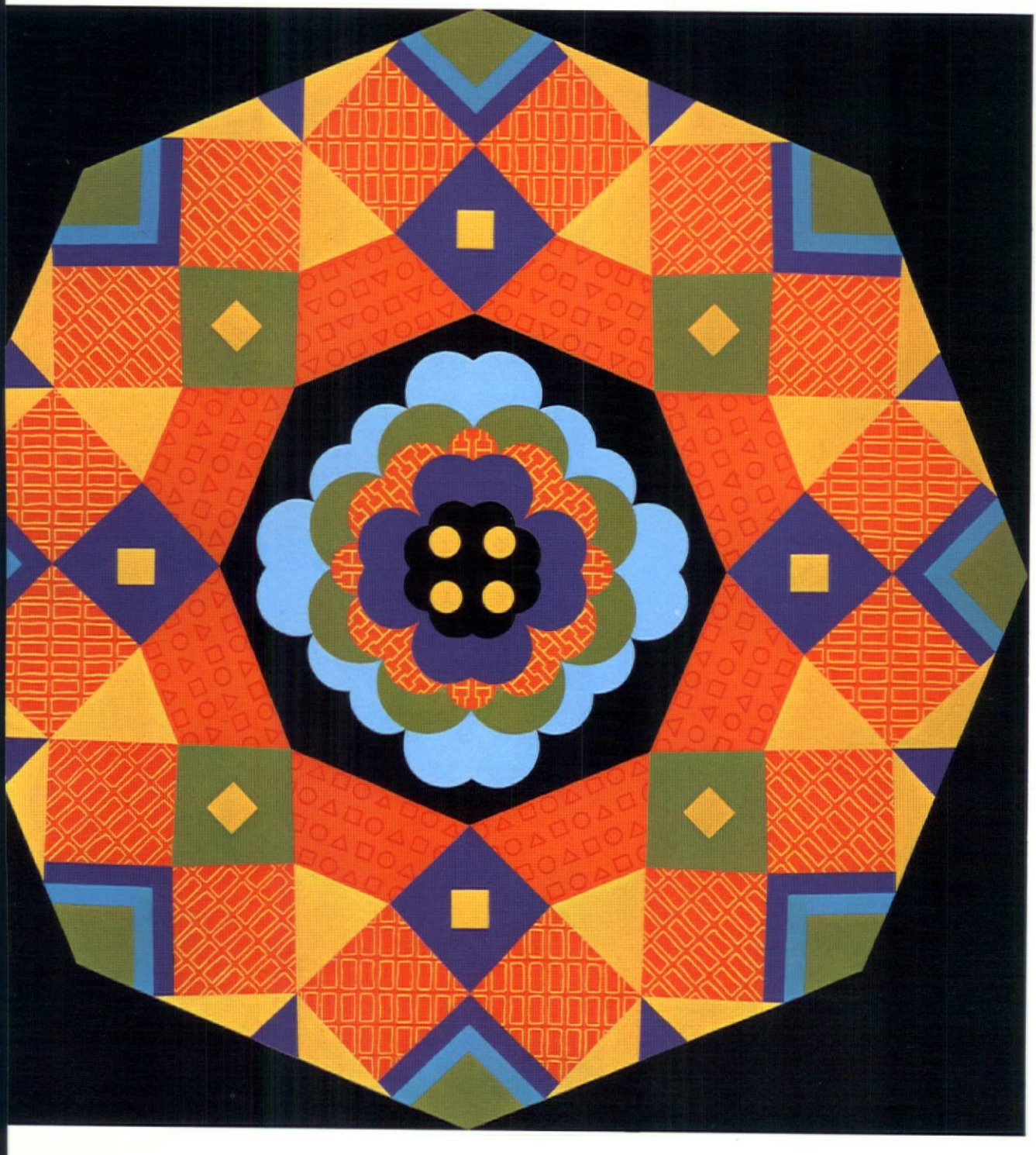
New assignments

Leon Gordon Miller & Associate been retained by Donmoore as in design consultant for five new s rooms to be located in Los An Dallas, Atlanta, Cleveland, and cago. A comparable assignment Capco Sales Corp. involves the d of four branch showrooms for firm in Los Angeles, Chicago, D and New York. . . . Albert He AID, has been selected by Royal tem to redesign the expanded qu of the firm's New York showr . . . One of the largest projec Parvin/Dohrmann Co. is the dev ment of its own complex in the of the Los Angeles Robertson D Center. The complex will inclu three-story facility to be occupi Dohrmann and its affiliate comp and another ten-story office available for lease to tenants i interior design, furnishing, and r professions. The buildings, to 200,000 square feet of space, w linked by a landscaped plaza.

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WESTINGHOUSE MICARTA®

ns in 12 compatible colors created for architects and designers



86M30
Dusty Yellow
Micromesh

86M31
Mistletoe Green
Micromesh

86M32
White
Micromesh

86M33
Gray
Micromesh

86M34
Gray
Micromesh

86M35
Beige
Micromesh

86M36
String
Micromesh

86M37
Covert Gray
Micromesh

86M38
Wedgewood
Micromesh

86M39
Light Sky Blu
Micromesh

86M40
Horizon Blue
Micromesh

86M41
Light Aqua
Micromesh

New Micarta Micromesh

An unobtrusive pattern that offers delicate color-relief for office furniture, fixtures, counters and other areas subject to close viewing.

All 12 colors chosen for new Micarta patterns work well with each other and with the range of colors found in the best lines of furniture and fabrics.



86M15
Dusty Yellow
Geometrics

86M16
Mistletoe Green
Geometrics

86M17
White
Geometrics

86M18
Gray
Geometrics

86M19
Gray
Geometrics

86M20
Beige
Geometrics

86M21
String
Geometrics

86M22
Covert Gray
Geometrics

86M23
Wedgewood Blue
Geometrics

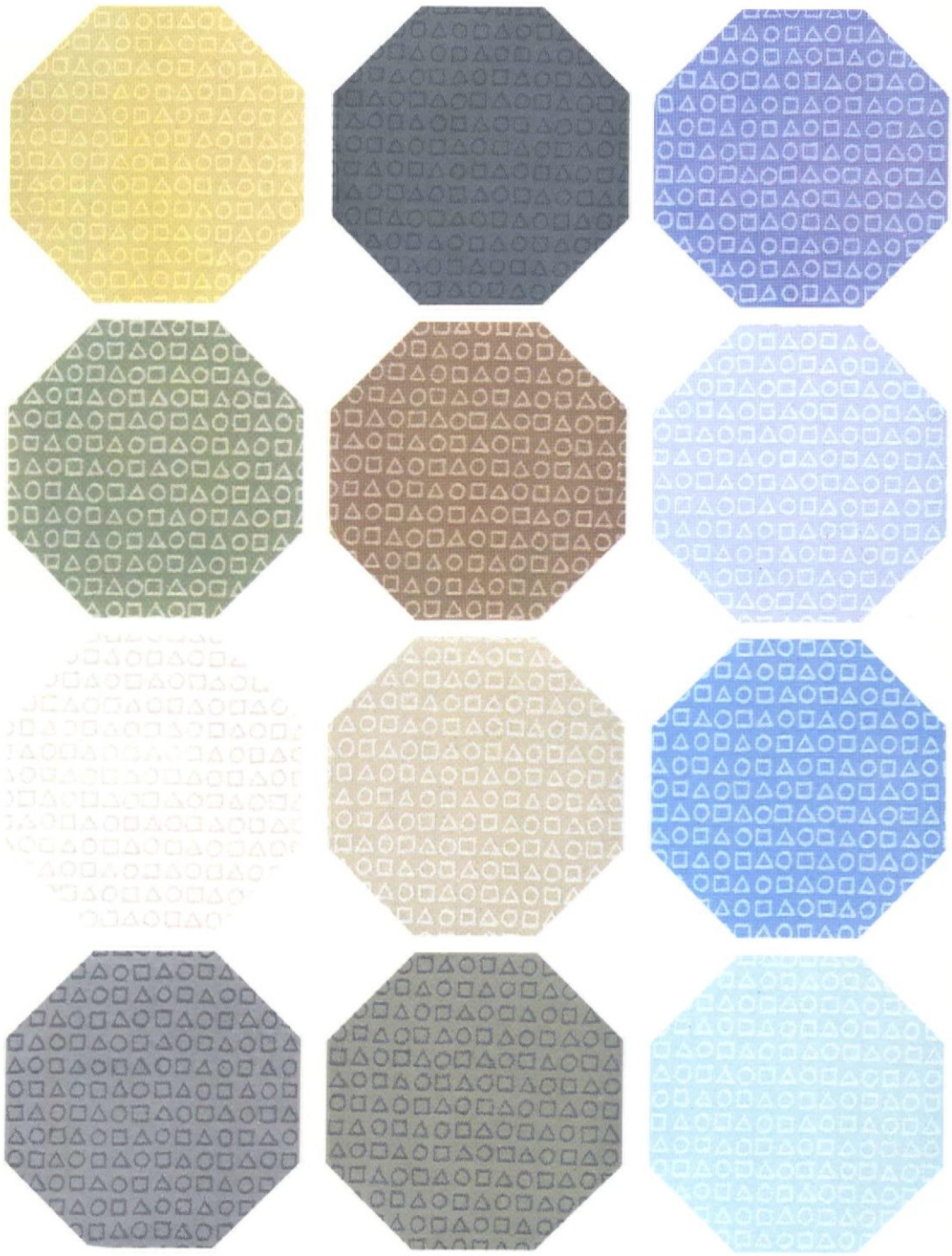
86M24
Light Sky Blue
Geometrics

86M25
Horizon Blue
Geometrics

86M26
Light Aqua
Geometrics

carta
trics

l pattern combines
orms—the circle,
nd square—into a
balanced
ion.



86M00
Dusty Yellow
Windows

86M01
Mistletoe Green
Windows

86M02
White
Windows

86M03
Gray
Windows

86M04
Gray
Windows

86M05
Beige
Windows

86M06
String
Windows

86M07
Covert Gray
Windows

86M08
Wedgewood
Windows

86M09
Light Sky Blu
Windows

86M10
Horizon Blue
Windows

86M11
Light Aqua
Windows

New Micarta Windows

A repeated rectangular design that adds depth to walls and other broad areas.

New Micarta patterns and colors were created by Eliot Noyes to give architects and designers versatile and unpretentious patterns for wall treatments and furnishings.

All patterns are available now. For information contact the Architect's Service Representative at the local branch of the United States Plywood Corporation. Or simply write to Marketing Manager, Micarta Division, Westinghouse Electric Corporation, Hampton, South Carolina 29924.



You can be sure if it's Westinghouse

CALENDAR

1966

e 19-25. Furnishings Market. American Furniire Mart, Merchandise Mart, Chicago.

e 27-July 1. Furniture Market, N.Y. Furniture xchange, National Furniture Mart, National ome Furnishings Mart, Furniture Mart, One ark Avenue, New York City.

10-15. Los Angeles Home Furnishings Market. rniture Mart, Los Angeles.

11-15. Southern Furniture Market, High Point, C.

11-15. Summer Furnishings Market. Dallas arket Center, Dallas, Tex.

18-22. Atlanta Furnishings Market. Merchanse Mart, Atlanta.

18-22. Western Home Furnishings Market. Merandise Mart, San Francisco.

ust 2-3. American Walnut Manufacturers' Assoation. Walnut Workshop, Southern Illinois Unirsity, Carbondale, Ill.

ust 5-6. Southern Furniture Manufacturers Assoation. Robert E. Lee Hotel, Winston-Salem, N.C.

ust 15-19. 20th Montreal Furniture Market and khibition. Montreal, Canada.

ust 29-September 1. American Hospital Associaon, Annual Convention. McCormick Place, Chigo.

ember 10-15. 35th Annual Conference, Ameri- n Institute of Interior Designers. Fairmont otel, San Francisco.

ember 17-21. NAFM International Furniture & oodworking Supply Fair. Kentucky Fair & Exsition Center, Louisville, Ky.

ember 18-22. Jamestown Furniture Market. mestown Furniture Mart, Jamestown, N.Y.

ber 16-19. National Institute of Government rchasing, 21st Annual Convention & Exhibit. otel Commodore, New York City.

ber 21-28. Southern Furniture Markets. High oint, Lexington, Drexel, Thomasville, Lenoir, ckory, N.C.

ber 29-November 5. Pan American Hotel & Resurant Exposition. Convention Hall, Miami ach, Fla.

mber 1-3. American Hotel & Motel Association nvention. 55th Annual Convention. San Franco.

1967

l 25-27. CONTRACT '67—The National Contract ow & Convention, sponsored by CONTRACT agazine. New York Coliseum, New York City. r details contact: Mr. Jerome Brown, National positions Co., 14 W. 40 St., New York, N.Y. 018. 212/564-8714.

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No. 245 on product information card

beautifully rugged! This new Falcon design combines the ruggedness of solid oak and the warmth of a hand-rubbed finish to capture the charm that was Colonial America. The artfully turned column and sturdy, four-pronged base are specially crafted for commercial use and will prove extremely durable. Available in oak, walnut or your choice of special finishes, it will lend a touch of the authentic to your decorating scheme. Send for your copy of our commercial catalog containing dozens of new table base and top ideas.

FALCON

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1800 Series Colonial Base


A.C.E.
ALLIED
CHEMICAL
ENGINEERE
NYLON
Engineered for commer
conditions by

Where there are people around,

nks don't need carpeting.
positors do. More gracious
lcome. More trust. More of
secure feeling that comes with
rpet of A.C.E.—Allied Chemical
gineered nylon. This continuous
ament nylon is the one fiber
cially engineered for commercial
nditions. Performance-tested
color fastness. Wear-tested to
e constant traffic in its stride.
cause it shuns spots and stains, daily
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rporation, Fibers Division,
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but A.C.E. nylon down.

cle No. 246 on product information card

PEOPLE



CHRISTOPHER PAPPAS has been appointed sales manager of the contract department of the Comark Plastics division of United Merchants and Manufacturers, Inc. Most recently associated with Athol Manufacturing Co., and previously with L. E. Carpenter Co., Mr. Pappas brings to Comark extensive experience in contract sales. The department supplies vinyl surface covering for furniture and wallcoverings.

JOSEPH CASSIDY, formerly contract sales manager for Hardwick Carpets, has been promoted to assistant to the sales manager, replacing WOODROW BEVAN who has resigned. WILLIAM YOUNG has been made contract sales manager.

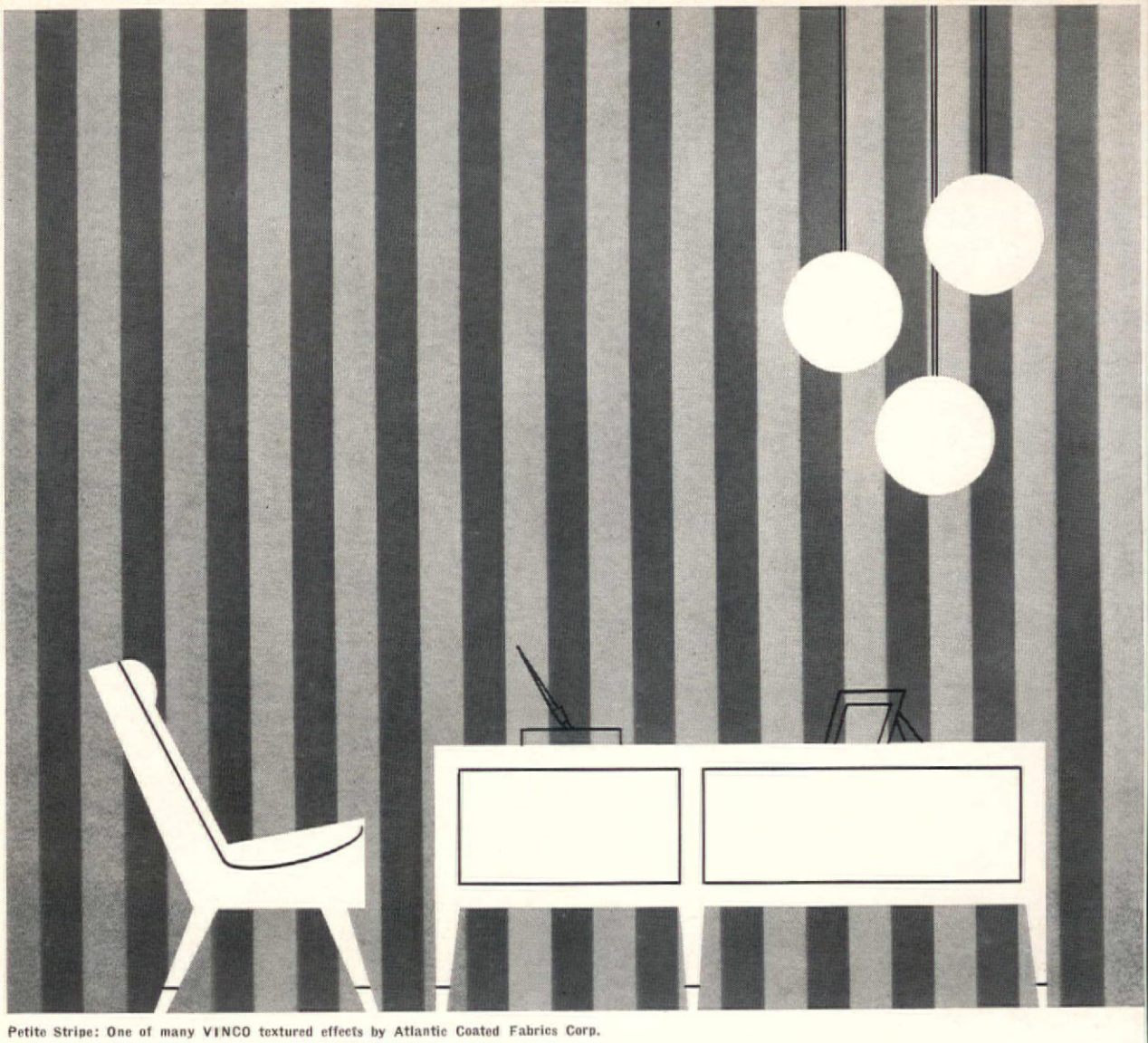
EDWARD BOTWIN and JOSEPH DAIDONE have been appointed to the position of project director for interior design firm of Saphier, Lerner, Schindler, Inc. Each will assume the supervision of several of the firm's current projects. JOSEPH IMBRIANI has been appointed assistant to the SLS chief project administrator, and will estimate all budgets.

DAVID L. DOUGLAS has been appointed national sales manager by James Seeman Studios, Inc. Formerly vice-president, sales, of Standard Coated Products, Inc., Mr. Douglas is in charge of sales for the firm's two other divisions: Murals & Wallcoverings, Inc. and Arts for Architecture, Inc.

JUDY COHEN has joined the sales staff of Scalamandre Wallpapers, Inc. She will be located in the trade showroom, 977 Third Avenue, New York City.

WILLIAM F. POLK, formerly vice president of Vicrtex Sales Corp., has been appointed to organize and direct the national operations of Stauffer Chemical Co., Passaic, N.J. Assisting in the creation and promotion of new vinyl wallcovering and upholstery materials is JOHN J. HEARSEY, JAY N. SCHWARZ, and WILLIAM H. BOYNTON.

The Perkins & Will Partnership, architectural firm, has named 12 new senior associates and 24 new associates. Senior associates are: Chicago—HARRY ANDERSON, WILLIAM CUMMINGS, DONALD HALAMKA, ROMAN KORWIN, HARRY LAMAN, ROBERT LARSON, NORMAN MILLETT, THOMAS STURR, STANLEY TURSMAN, RICHARD WHITE; White Plains—JOHN MACREERY; Washington—MAURICE PERREAULT. New associates are: Chicago—NEIL BAKER, JAMES CARON, STANLEY GORDON, KIYOSHI KIKUCHI, KENNETH KLOSS, PHILLIP KUPRITZ, JAMES MAEDA, JOHN MICHIELS, CHARLES MORISON, HARRY PATTERSON, CARL SCHWEBEL, ROBERT SULLAN, ROGER TINNEY, RAYMOND WATSON; White Plains—ARTHUR CLEMENTS, CHARLES HIGBIE, JOHN JANIGA, FRANK LUCE, PETER SERPATI, GEORGE SHEAR, JAMES VALERI; Washington—KARL FELLER, JOSEPH REID, WALTER ROSS.



Petite Stripe: One of many VINCO textured effects by Atlantic Coated Fabrics Corp.

Suite Harmony

Executive-attuned wallcovering classics that make the atmosphere for Top Men and Top Decisions. A symphony of patterns, textures, and tonal variations to suit any suite—orchestrated by Crown.

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Crown wallcoverings—designer inspired, client oriented. Custom production available to order. Tell us your needs.

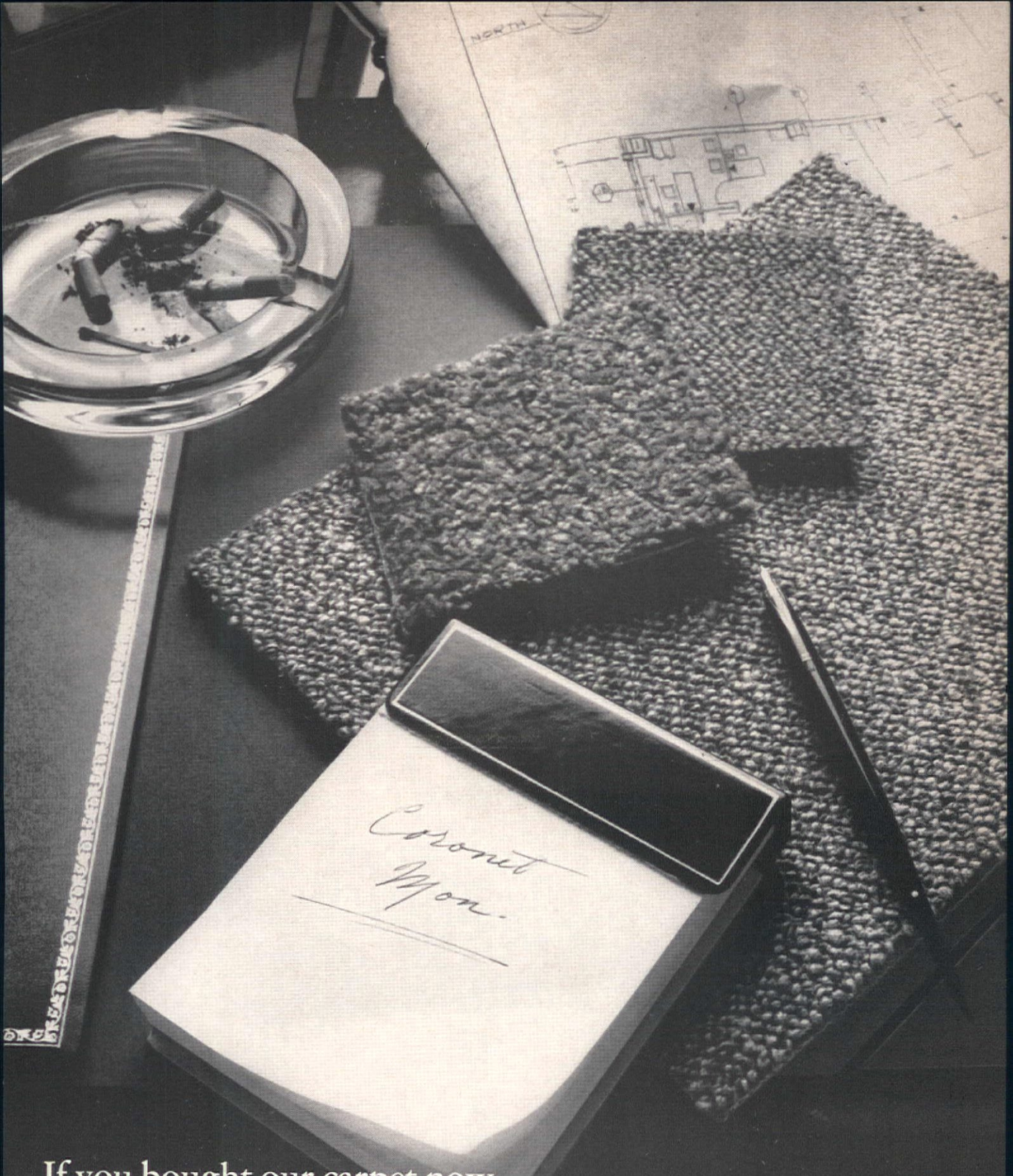
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If you bought our carpet now, in 10 years you'd know what a buy you got.

There are carpets and there are carpets.
The inexpensive ones are worn to a frazzle in no time at all. And those that go on looking good year after year usually cost an arm and a leg.
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For samples and quotations from the Coronet dealer nearest you, kindly write: Commercial Division, Coronet Carpets, Dalton, Ga.

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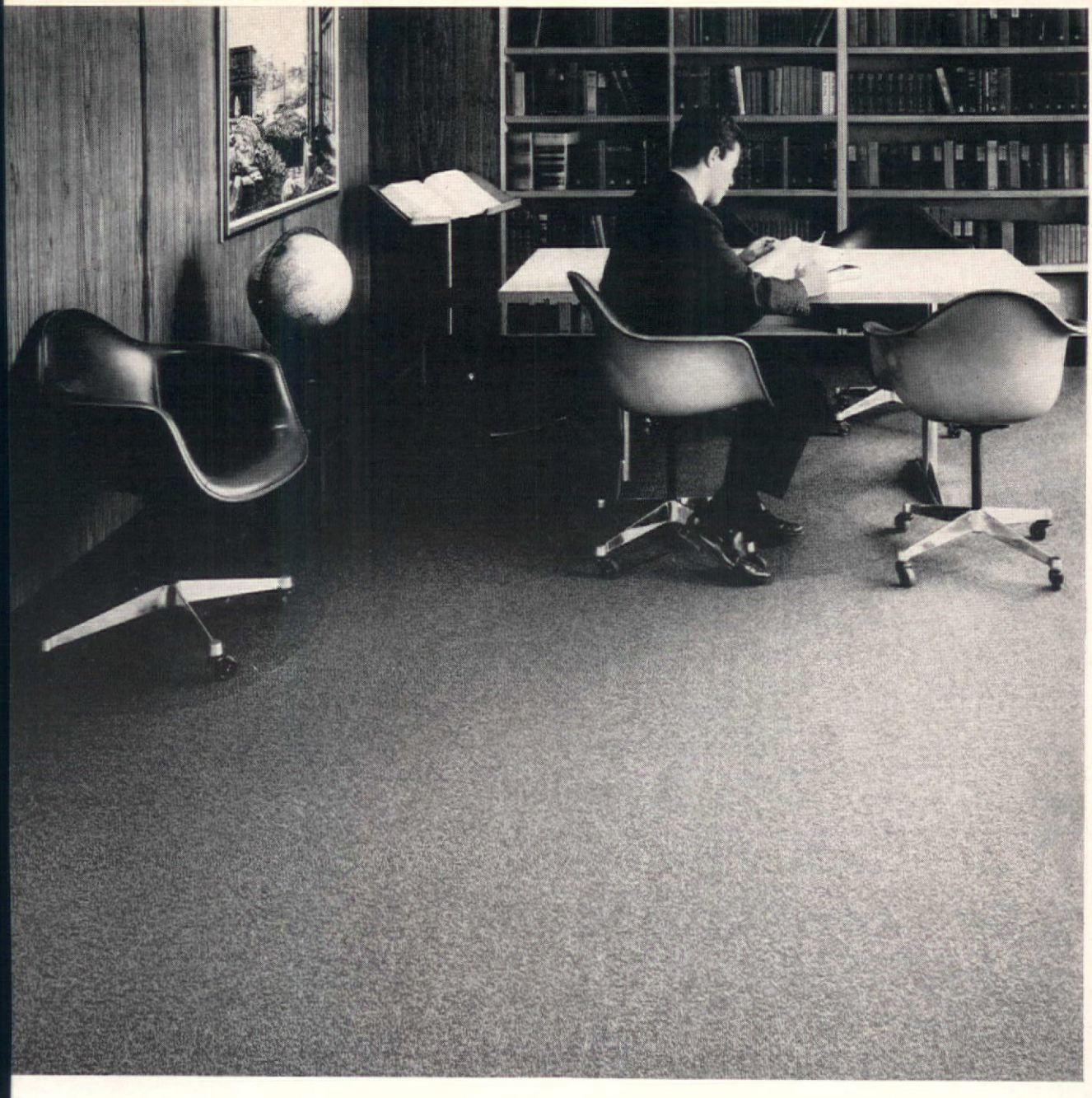


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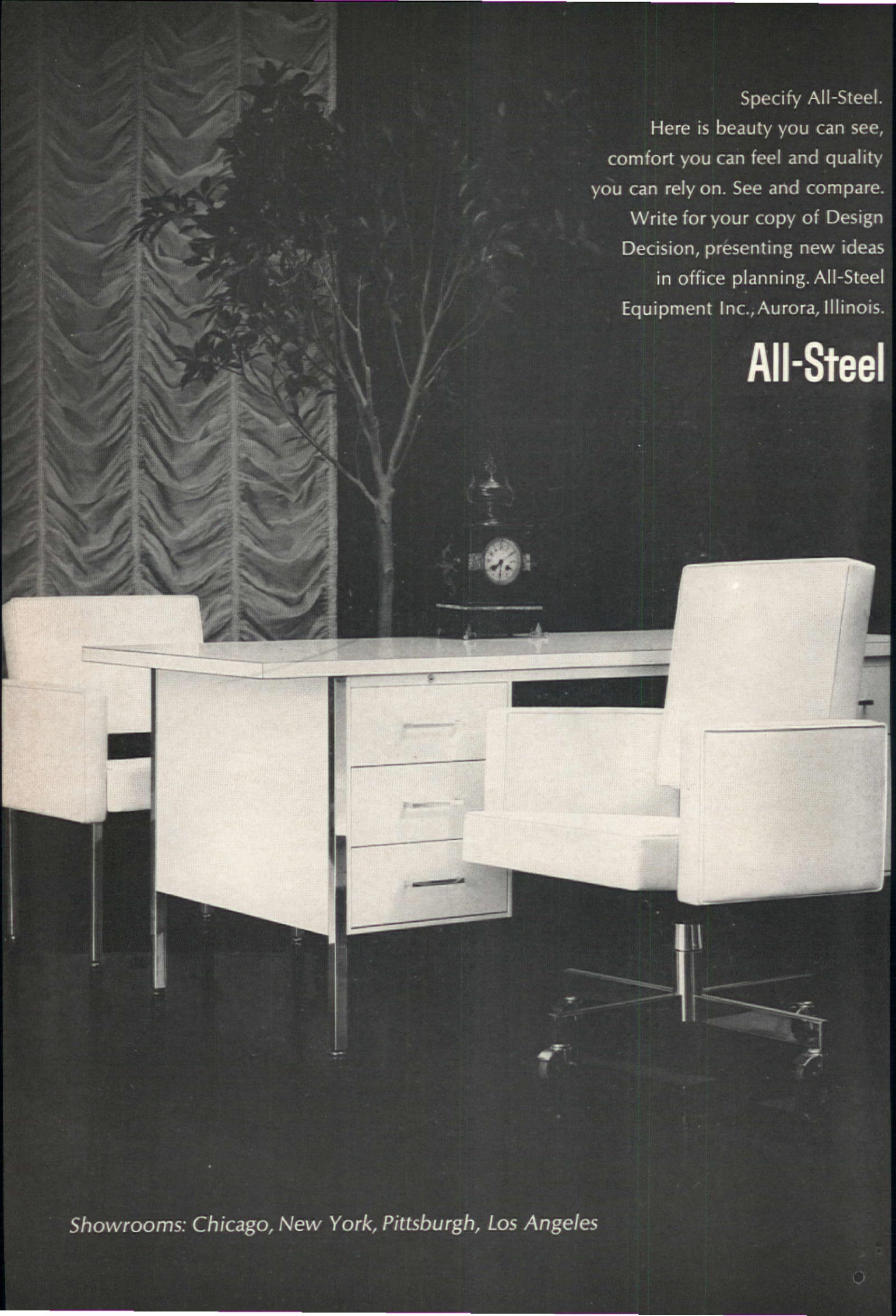
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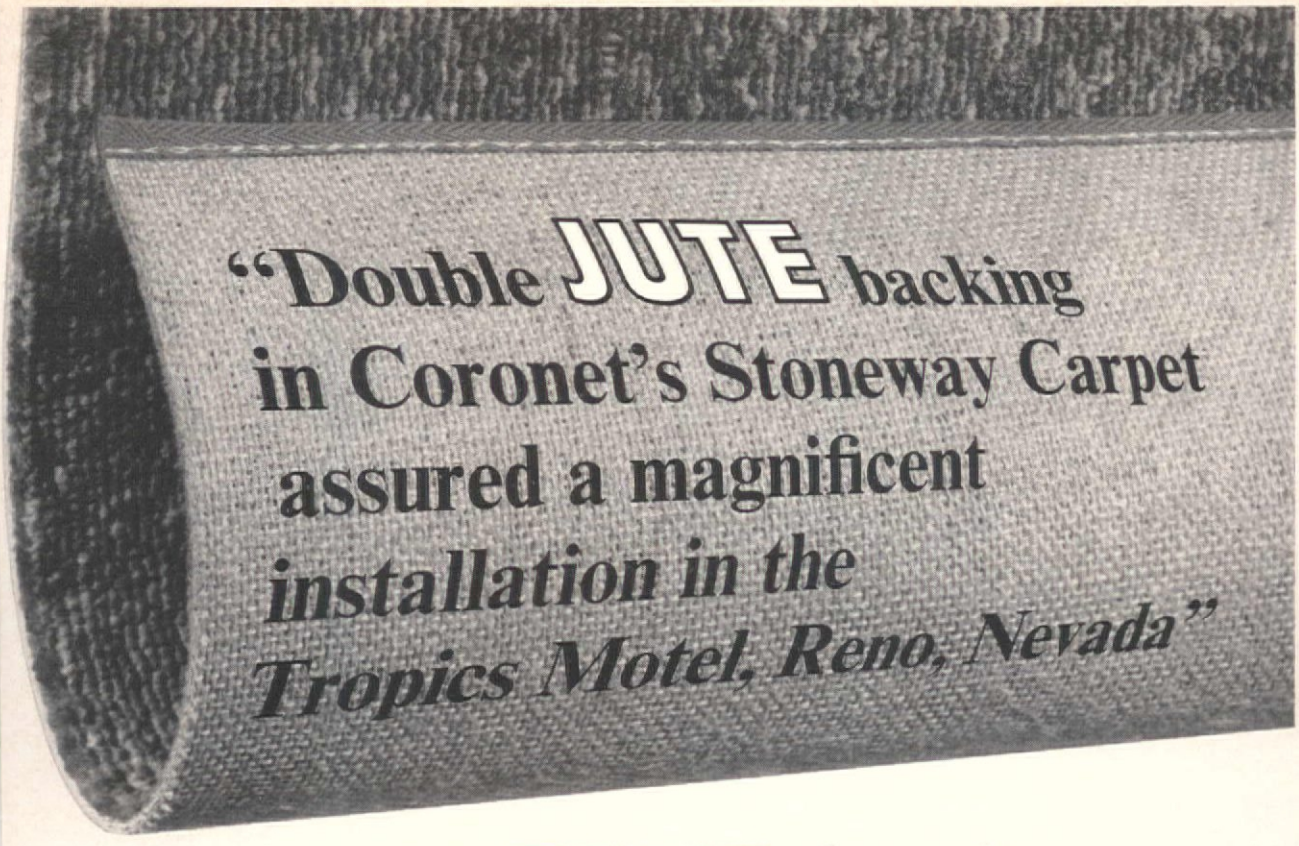
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. . . says ED SOULIE, vice-president, R. G. S. Contractors, San Francisco, who sold and installed the carpet



"We're extremely grateful that Stoneway's primary and secondary backings are both Jute. Because it made possible easy shaping, trim tailoring, secure seaming and full tension angular power stretching. The double Jute backing gave the carpet the stability and strength to take all the 'pull' we could exert in every direction. This guaranteed beautiful, tight-as-a-drum fit on the floor with no restretching required later."

It will pay you to ask for, insist on Jute primary and secondary backings in the tufted carpets for your next job.

(Published by the Jute Carpet Backing Council, Inc.)

Tropics Motel is the newest showplace in the booming Reno area. Its ntic Polynesian decor, brilliantly executed and strongly abetted by R. G. S. ractors' creative efforts, has sparked nation-wide interior design interest.



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That day in Atlanta...when the elevator operator stopped...and stare

He knew he'd pushed the wrong button as soon as the doors opened, but his passengers were rewarded for the mistake. Fittingly, in Coca-Cola-land, it was a pause that refreshed, a moment well spent glimpsing Risom's Atlanta showroom.

Of course, the reception area is no vantage point for viewing the entire Risom collection of furniture and textiles; you really have to tour the terrain to fully judge the quality and comprehensiveness of this excellent furniture. For example, this "Series 60" sofa is only one of 30 seating pieces in but one particular group. It is, however, characteristica Risom: informal but elegant... bold but dignifi ...clean-cut silhouettes... tight seat cushions th appear "loose"...walnut showwood finished na rally—without bleaches, stains, or pigments.

Now that Atlanta is the "home of the Brave make our showroom here your home base for all your contemporary furniture and textile needs.

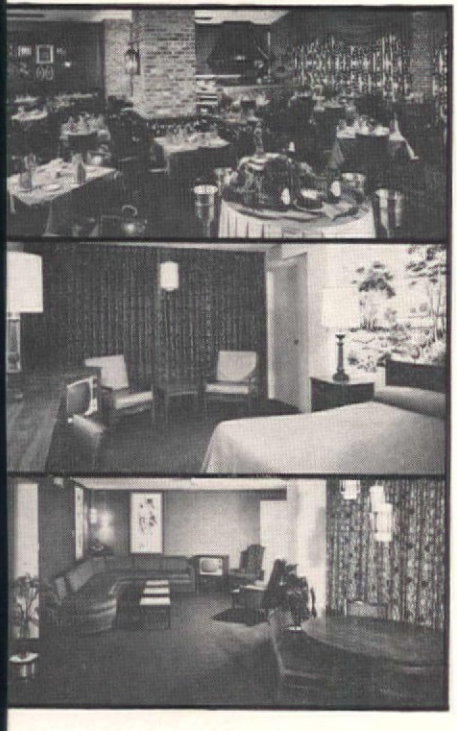
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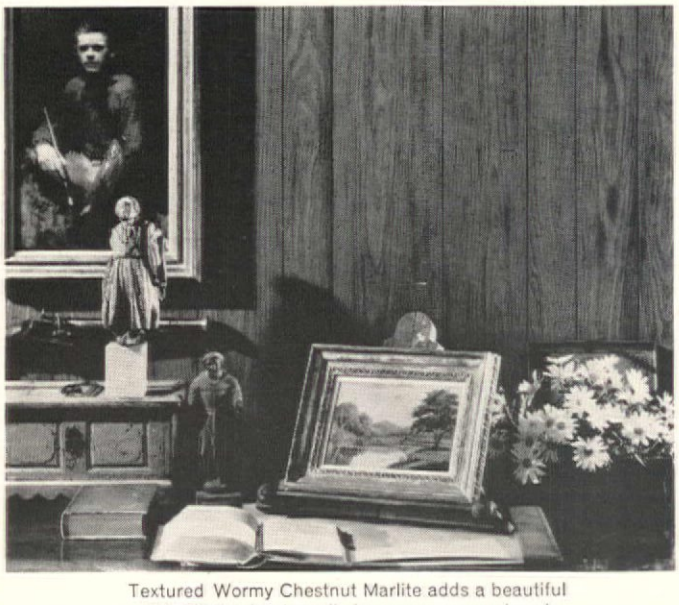
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Since When? Since Herculon*

Neither sun nor rain will dim the lively brilliance of Orcco Sun & Shade outdoor-indoor carpet. It will not shrink, rot or mildew, resists staining or spotting, and *can be washed clean with a hose.* These are among the advantages gained through pile of 100% Herculon* — the most widely accepted and proven of all polypropylene olefin fibers.

Imagine the beautiful exterior effects than can be created with this truly versatile carpet. Sun & Shade will add colorful luxury to areas where ordinary carpet is not practical — just about everyplace under the sun. It really opens up all outside to an interior designer.

*Registered trademark of Hercules Powder Company, Wilmington, Delaware, for its olefin fiber.

Ideal for Commercial Use
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(Just think how great Poly Bac is in indoor carpets

What made outdoor carpeting possible?

Man-made yarn that could withstand the hazards of nature.

And a primary backing–Poly Bac, that could do the same.

The very same Poly Bac now being used in over 100 major (indoor) carpet lines.

And small wonder. Considering the advantages it offers.

For example. Poly Bac is impervious to humidity. (It's as much a problem indoors as it is outdoors.)

Result: carpet shrink and buckle is minimized. So too, are restretching costs.

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And finally–Poly Bac, a polypropylene material, does not contain oils or lignins. Thereby eliminating the danger of shampoo stains (browning).

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ıck allen is smart as a whip!





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PATRICIAN

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May 19, 1966

Norma Jane Samuels
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Contract
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New York, N.Y. 10017

Dear Miss Samuels:

This responds to your letter of May 2, 1966, for which I indeed thank you. You took a lot of time and trouble, and you are to be complimented.

Naturally, in my capacity as President of this Company I purchase hundreds of thousands of dollars worth of furniture, fixtures and equipment every few years. Right now we are spending nearly $300,000 on new furniture.

The publishers of Contract are indeed to be complimented for making available to the industry a publication of such magnitude, put together with all of the know-how that has gone into this one. Frankly, I personally think that it is by and large the finest on the market - second to none!

Please bill me for the 3 year renewal and your check will be sent forthwith, and above all please see that I don't miss any issues.

Sincere thanks,
Doran May, Pres.

DM/M

1101 UNION AVENUE / BAKERSFIELD, CALIFORNIA / 805-327-4671

Thank you, Mr. May. We certainly will make sure that you don't miss any future issues of CONTRACT. And if you need any help in locating sources for that $300,000 worth of furniture, please don't hesitate to contact us.



On a sheer day, you can see....

great new sheer collection by Hathaway

See for yourself. The most spectacular view of beautiful sheers that you're likely to notice any place in town. It's Hathaway's Sheer Collection—timed for what promises to be the biggest sheer season yet—promotable all through the house, all he year through. See exclusive prints and solids in varied constructions for bedspreads, curtains, draperies. Then see how substantially you profit once you let these versatile Hathaway Sheers go to work for *you*. The complete line of Hathaway Sheers is on view at 261 Fifth Avenue, in New York, Phone OR 9-8626 or at a Hathaway distributor near you.



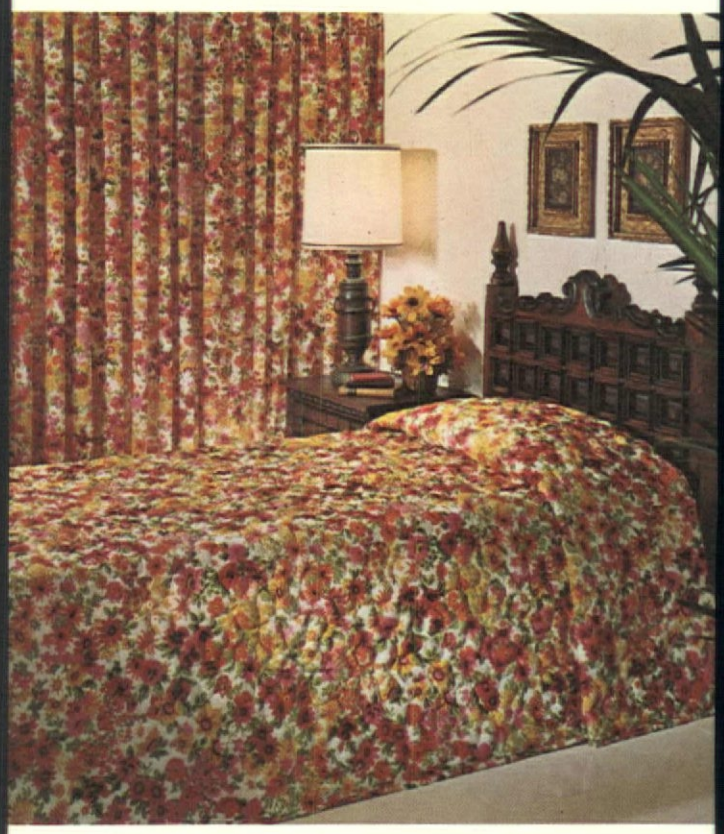
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a lazy leopard coat for an active area

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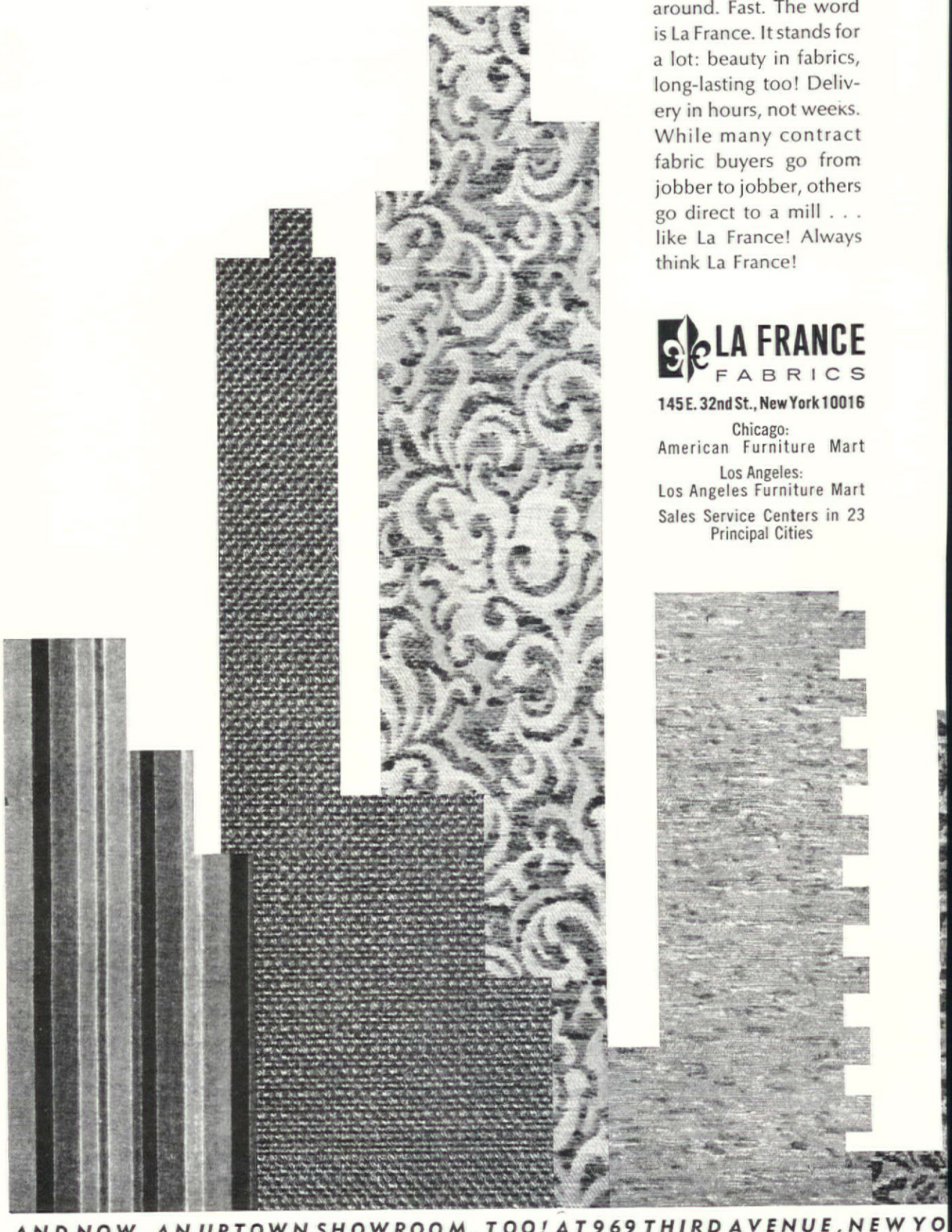
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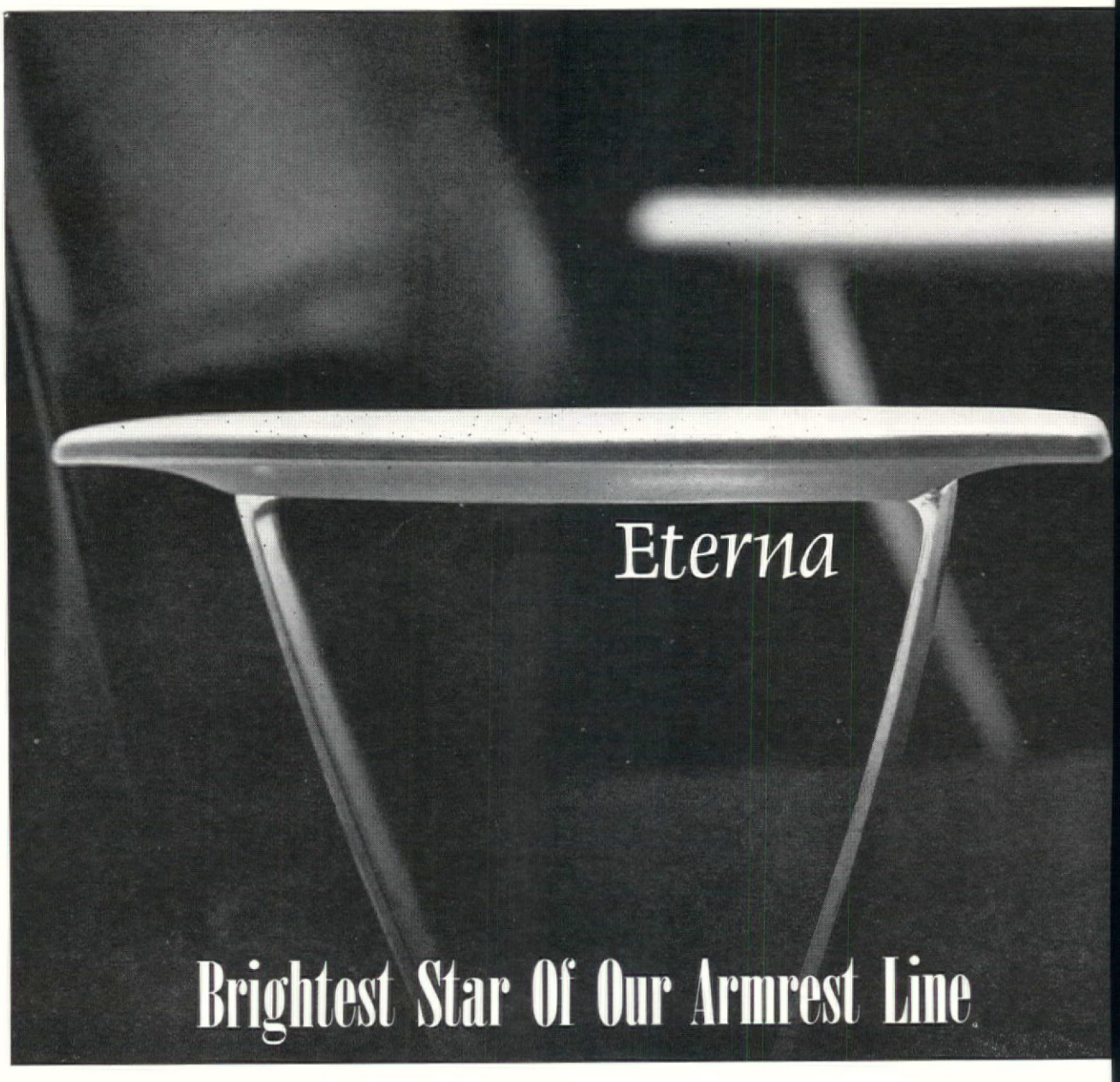
If you have special requirements in colors, patterns, textures, contact them. Or us. Contract Carpet Merchandising, Chemstrand, 350 Fifth Ave., N.Y. 10001.

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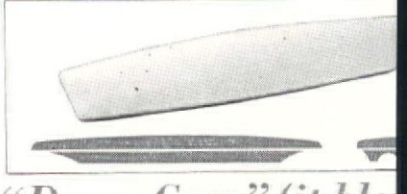
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Custom styled with a sleek contemporary look to blend with the simp elegance of your contemporary designs in Contract Furniture, Pa chairs and Lounges, Wheel Chairs and Beauty Parlor Furniture. The "Eterna" is virtually indestructible. It will not crack or chip and impervious to cleaning agents. It is lightweight, warm to the touch a has color through and through.



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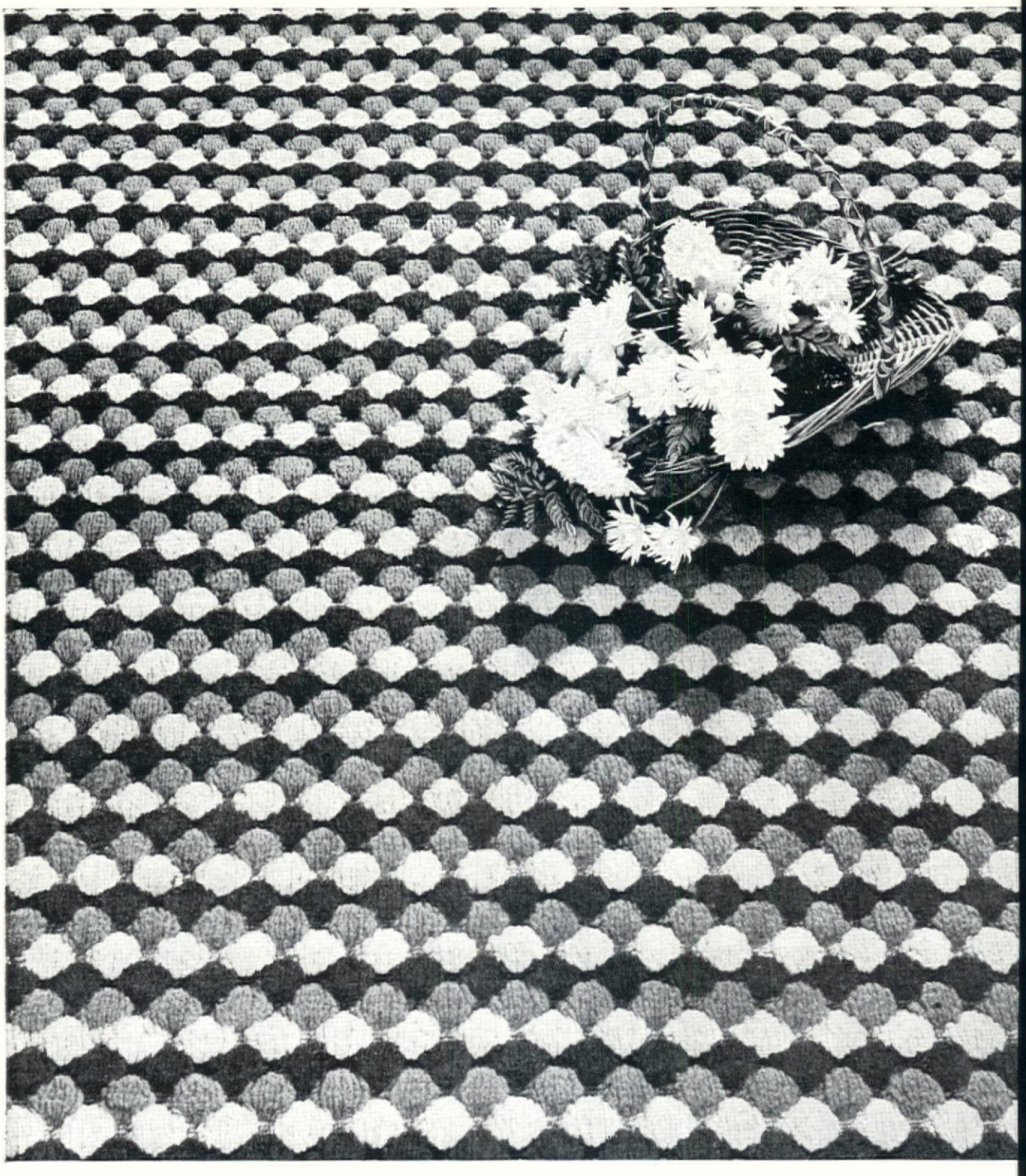
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One hundred years of furniture designing and manufacturing, so you know that the Woodard classics, — like the Orleans group shown above — will be around, always in demand, always new.

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"POM POM CLASSIC"—all nylon pile carpet by Patcraft is an outstanding contribution to the contract field. Decorators will love it!

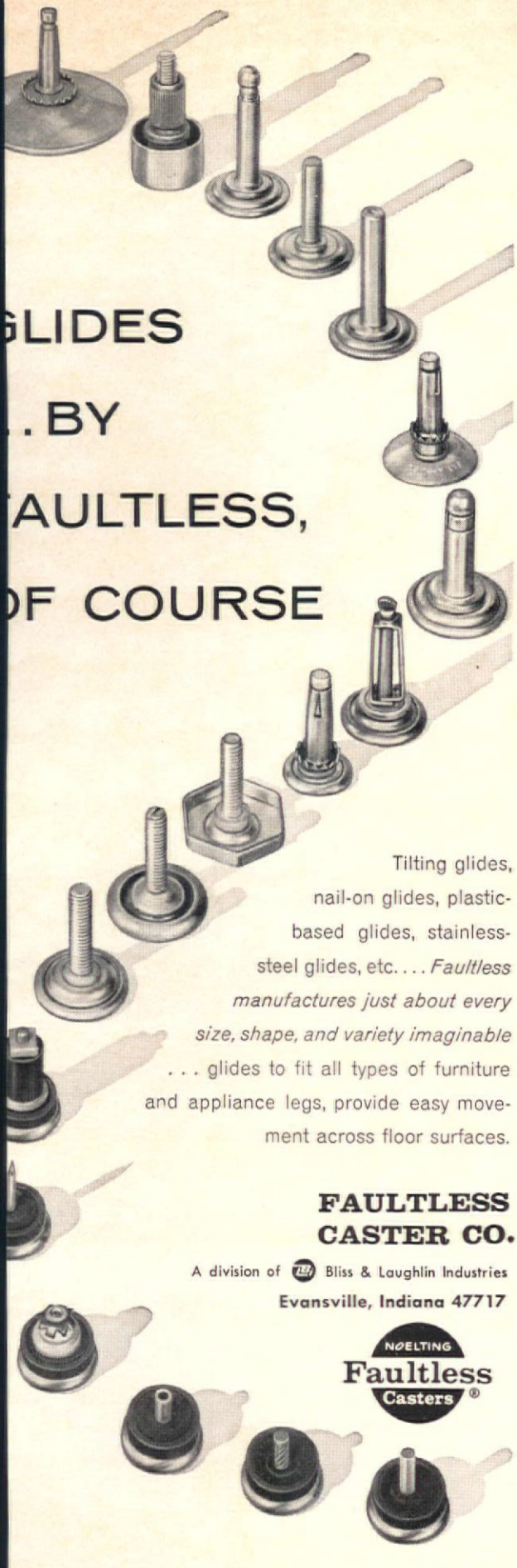
Brilliantly styled in a cut and loop dense, thick pile—the three shades of color are created by the use of differential dyed yarns. The exciting pom pom and stripe pattern is ideal for commercial installations of every kind. "501" Dupont Certified. Available in *Autumn Golds, Lime Lights, Green Tones, Cherry Reds, Tri-Blue and Blue Greens.* Write today for full information. PATCRAFT MILLS, INC., DALTON, GEORGIA

First in Fashio

Patcraft

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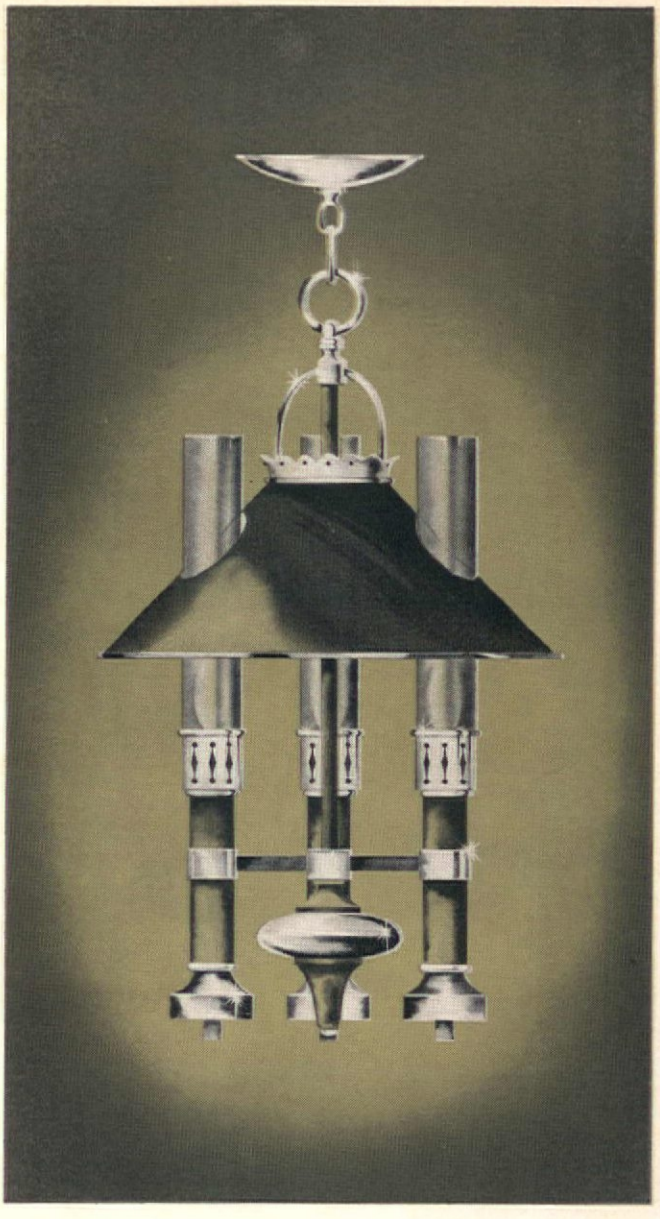
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ch offices in principal cities of the U.S. and Canada.

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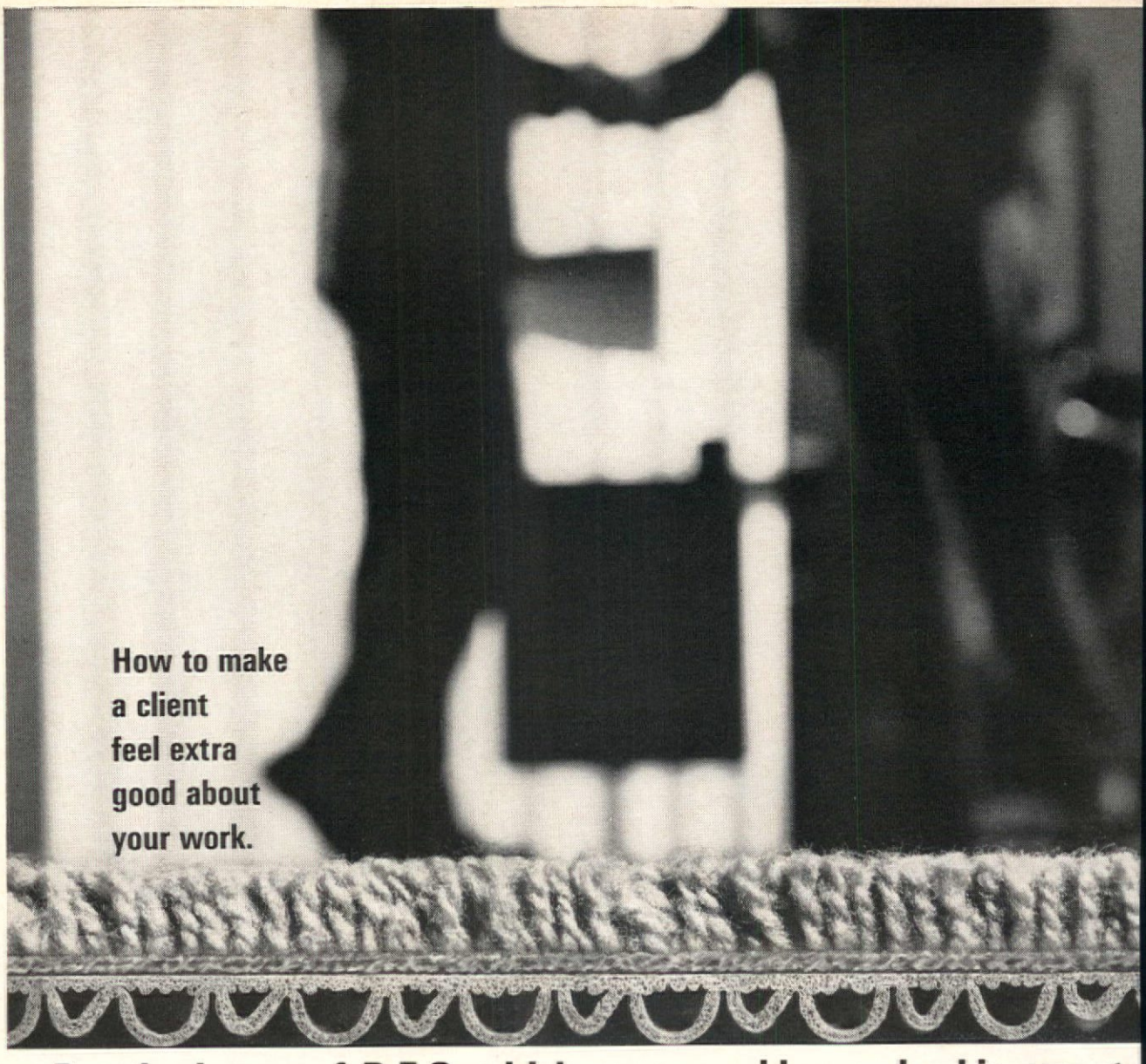
beauty mark of fine lighting

champion

The variety of superb functional and decorative lighting fixtures we can custom-style to your specific needs or individual designs is limitless! Above is a striking example of Champion's flair for originality!

Champion Manufacturing Co., Inc.
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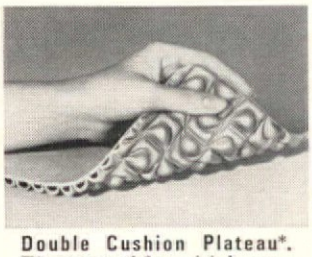


Put the luxury of B.F.Goodrich sponge rubber under his carpet.

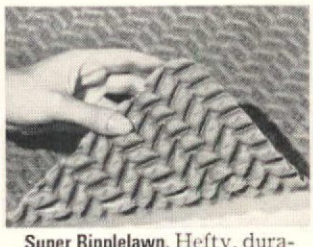
It's real luxury, too. Because the completely uniform cell structure of BFG's high-grade rubber ingredients give a unique plus in absorbing shock and resisting compression. All BFG cushion is guaranteed without time limit and it all has the exclusive Duraseal® finish that locks out dirt. You'll find a BFG cushion to meet every client demand and price range. Several are shown below. For information about the others in the line and samples, write, using your company letterhead, to: The B.F.Goodrich Company, Consumer Products Marketing Division, 277 Park Avenue, New York, N.Y. 10017. Or phone us. Our number in New York is 212—922-5100.



Springlawn. Medium-priced BFG cushion with a non-woven fiber-backing.



Double Cushion Plateau*. Firmness of flat with luxury of ripple. BFG exclusive.



Super Ripplelawn. Hefty, durable. Net facing for superior strength, easy installation.



Heiress. BFG cushion lowest in price, not thickness. Net facing, easy installation.

*Patent applied for.

B.F.Goodrich

Consumer Products Marketing Division

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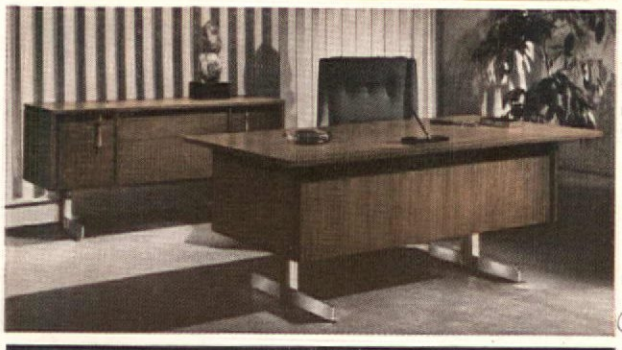
A truly impressive executive suite. Fine walnut and cherry wood hand-crafted in the traditional Italian motif. Croydon's premier product, this suite represents unstinted investment of time and skill, from initial design to final hand buffing.

Italian Provincial by Croydon



e is all the dignity of fine wood
superb craftsmanship in a grace-
transitional design. Richelieu's
od is one of sophisticated under-
ement—simplicity without aus-
ty, thanks to warm walnut tones,
book-matched veneers, thought-
details and elegant proportions.

Richelieu, by Croydon

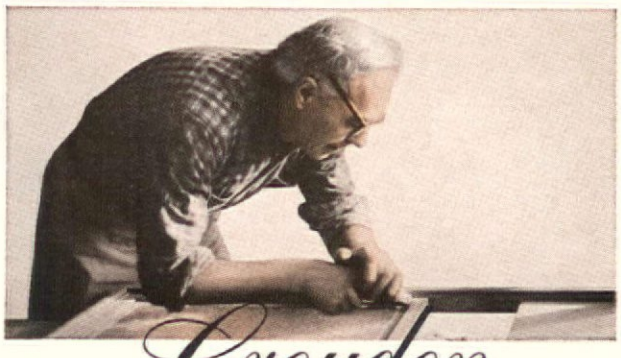


This is completely unique furniture —a blend of contemporary design with traditional standards of craftsmanship. The top and sides are fine walnut veneers hand-buffed to a rich lustre. And under the wood—solid steel drawers, pedestal cases, framework. The only steel that shows is the striking chrome-plated pedestal; everywhere else the luxury that nothing but real wood can impart.

Advantus, by Croydon

"It takes a long time to bring excellence to maturity"

Publius Syrus, Maxim 780

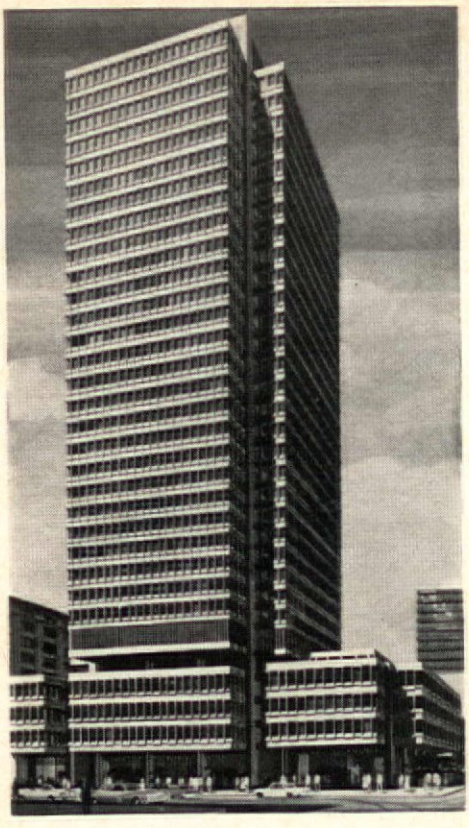


Croydon desks and coordinated cabinet pieces are illustrated in a brochure that is available upon request.

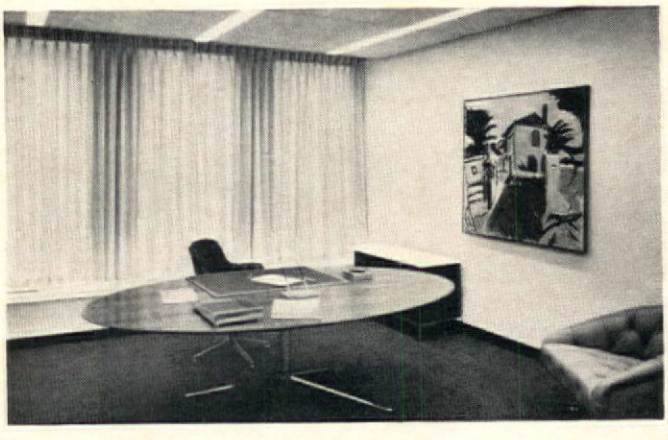
Croydon

One Park Avenue, New York, New York 10016

Circle No. 163 on product information card



How to rent the 33 floors of the State Street Bank Building the easy way:



Put Fiberglas* Beta* draperies in every windo

Pearl Street Associates, architects and engineers of the new State Street Bank Building in Boston, spent considerable time investigating window treatments for this building. As Mr. F. A. Stahl explained: "A Building Standard drapery installation was thought to be the best solution, not only because the window treatment would be uniform from the exterior, but it would be a good renting point for prospective tenants as well. Attractive appearance is only one reason Fiberglas Beta was specified . . . easy and low cost maintenance and flexibility in installation are just as important."

This happens every day. Modern architects, like Pearl Street Associates, want a fabric that's both beautiful and practical. This is Fiberglas Beta. They want a fabric that's extra-sturdy and economical, too. This is Fiberglas Beta.

Sturdy: Fiberglas is flame-resistant, unaffected by humidity, resistant to sun. Won't stretch or shrink.

Economical: Fiberglas is washed, not dry cleaned, never needs pressing, or alterations due to change in size. Fiberglas also helps reduce heating and air-conditi costs because it insulates— year round.

No matter what size building have, Fiberglas Beta drapery fabrics make renting it easier. more information and Fiberglas fabric resources write: Owens-Corning Fiberglas Corp Decorative and Home Furnish Div., 717 Fifth Ave., N.Y.C. 1

OWENS-CORNING
FIBERGLA

*Fiberglas and Beta are Owens-Corning's trad Owens-Corning Fiberglas makes the Beta y the fabrics.

Fiberglas Beta fabric designed, fabricated and installed by Rosco Products, Inc., Boston, Mass.

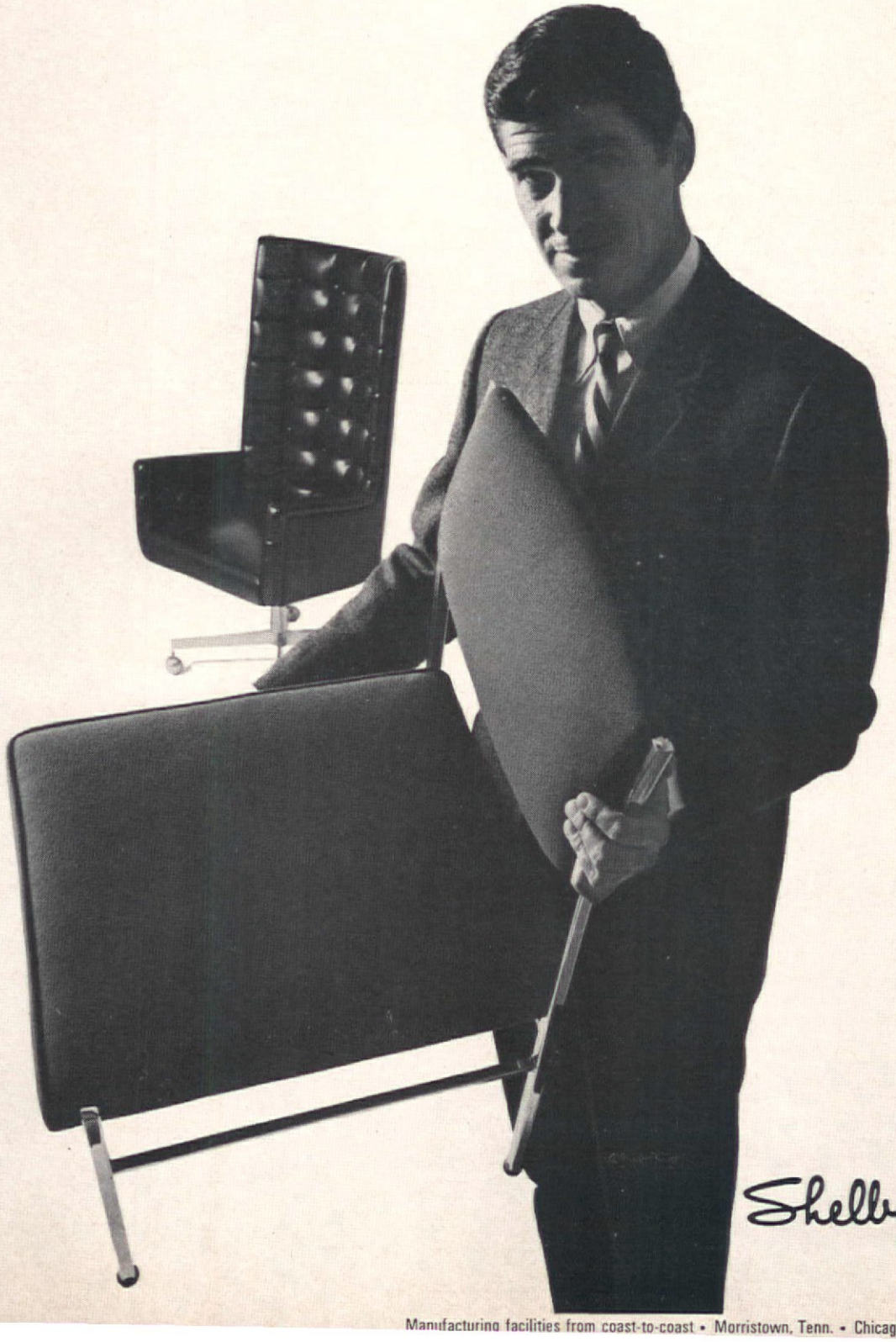
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od design is vital. It creates the mood . . . sets the pace. an make a dull room come alive . . . make a good job out- ding. There is never any substitute for good design . . . the designer or his client. You know it. Shelby Williams ws it, too.

t's why we've put together a staff of the most informed, tive and "enthusiastic" design people in the contract field. Their unique talents have produced hundreds of outstanding pieces that have since become standards in the contract field.

We're at our drawing boards now, waiting to go to work for you. Whether your job is an office, hotel, or restaurant, Shelby Williams offers you the greatest array of finely styled public seating ever assembled. If you're a design enthusiast, rely on Shelby Williams. We won't let you down.

if you're a design enthusiast

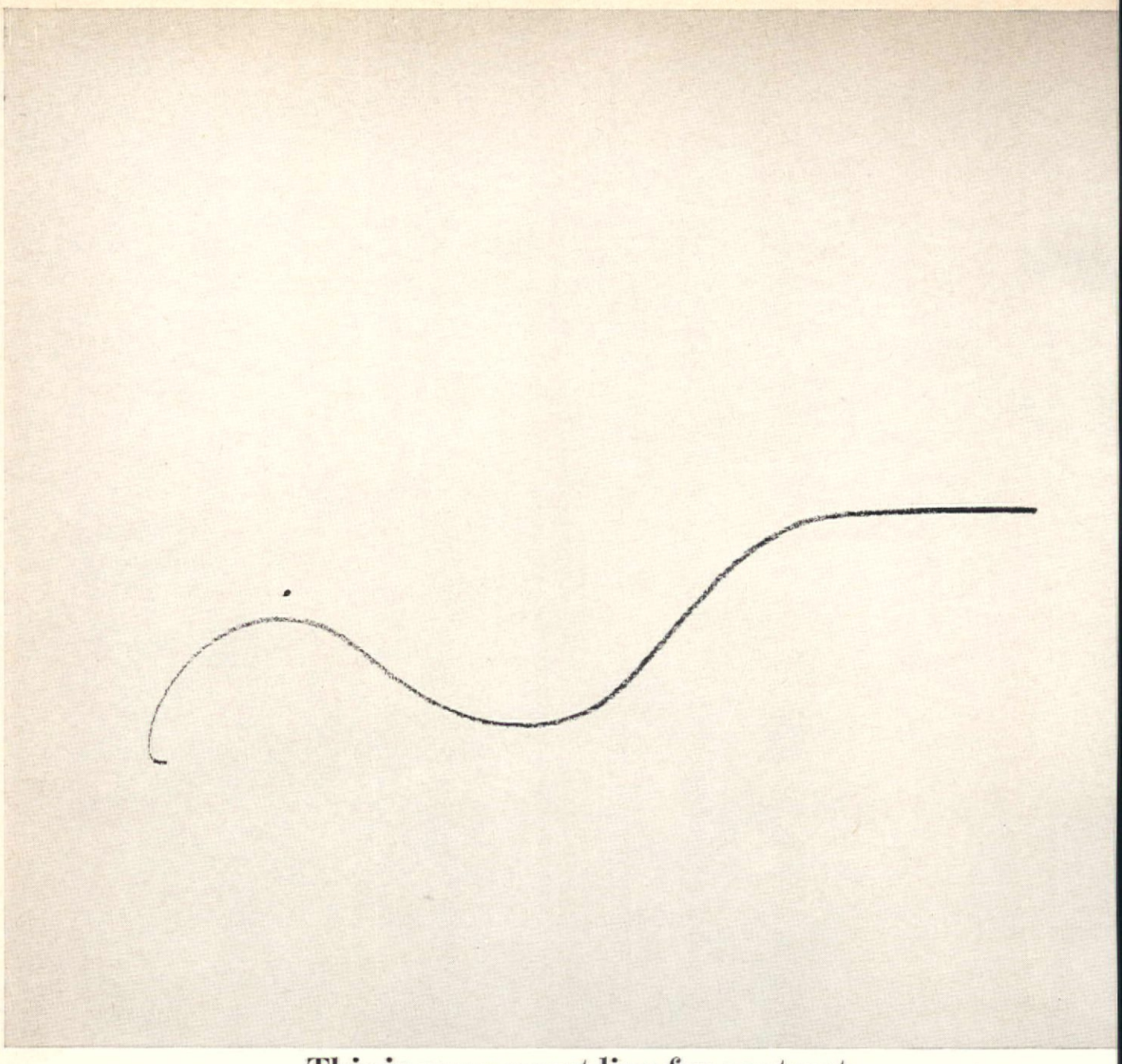


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This is our newest line for contract

It has four legs, three legs, two legs, no legs, drawers, doors, tv, sink. It's of glass, brass, chrome, wood, laminate, cane, fa leather, foam rubber, you-name-it. In fact, you design it—that's the way we make it. Custom fashion for contract exclusively. I want to see your newest line for contract, pick up your pencil and start thinking of your next contract job—from banquettes to rooms to built-ins. Then contact Edward H. Ulrich, Contract Manager, Grosfeld House in New York City.

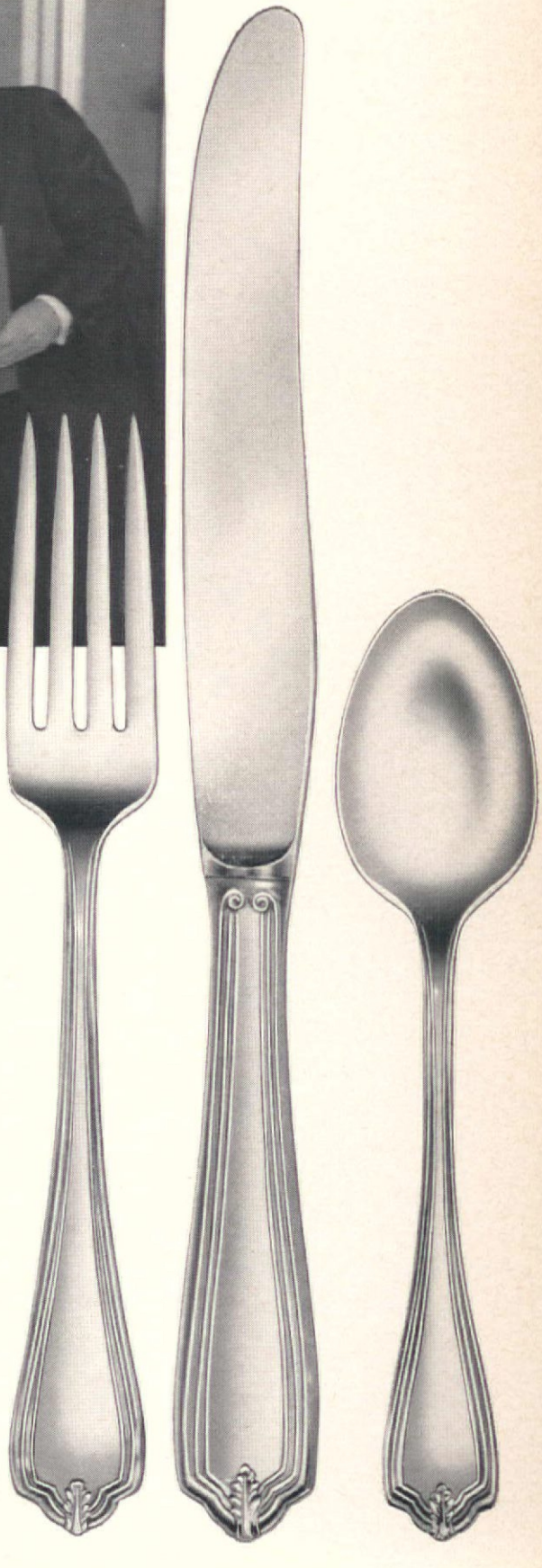
Keller Furniture Manufacturing Corporation, Oneida, New York, wholly owned subsidiary of GROSFELD HOU

315 East 62nd Street, New York

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Photographed in the Monte Carlo Supper Club
at Desert Inn in Las Vegas, Nevada.
Jac Lessman, A.I.D., selected
the distinguished GRECIAN pattern.



next to food the most important thing on any table is INTERNATIONAL SILVER

HOTEL DIVISION THE INTERNATIONAL SILVER COMPANY MERIDEN, CONN.

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Six Ways Versatile *All Ways Fashion*

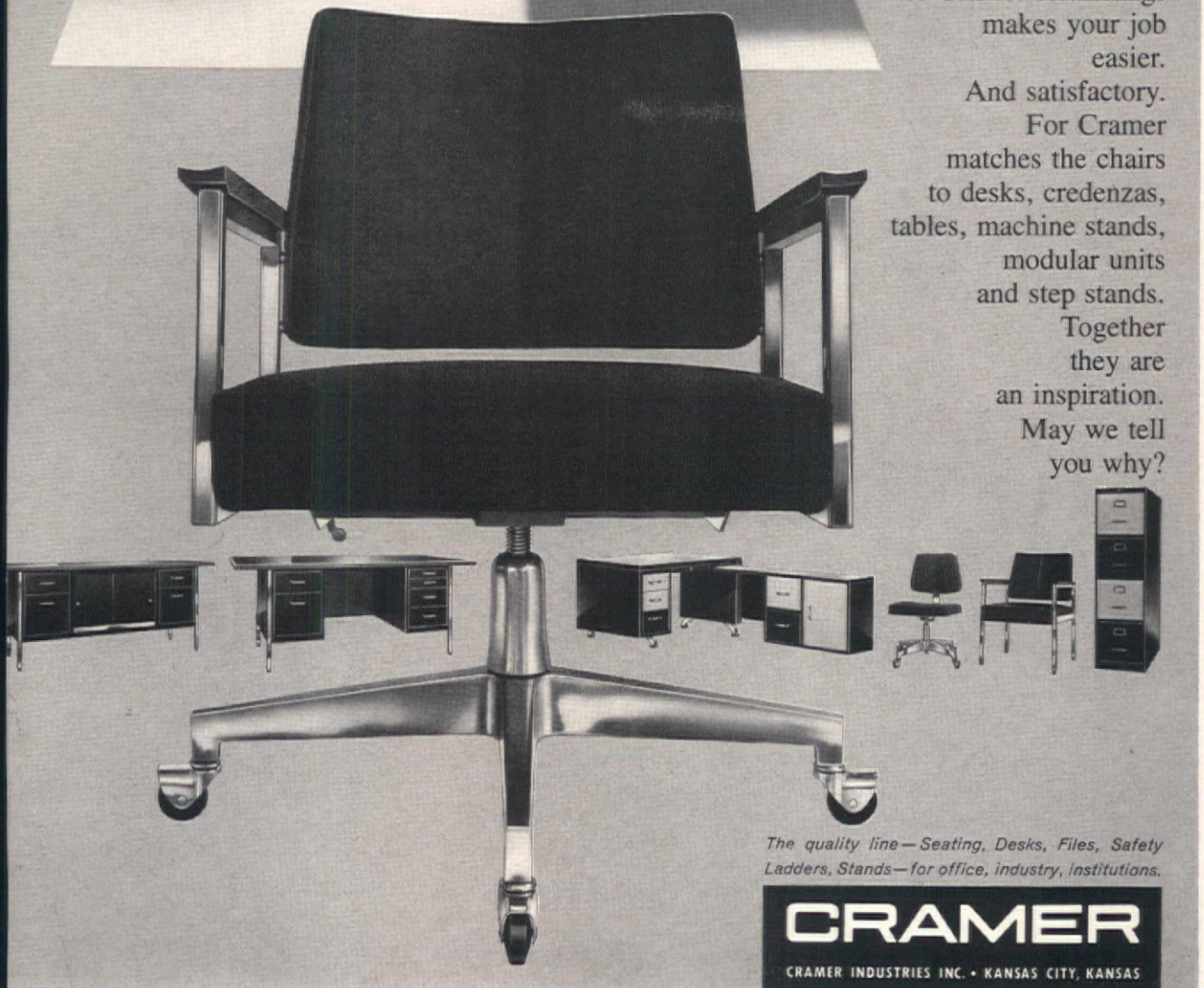
By look, touch and long-wear linens have meant quality for centuries.

For clients who demand and appreciate style, GENE MCDONALD designs and custom prints on the fine Belgian linens you specify.

"Andorra". Circles print, back wall. *"Smithtown"*. Splash stripes, right wall.

DESIGN COMPATABILITY

with current architecture, and quality that complements rather than detracts, sets Cramer chairs in a class apart. When you outfit from the bare walls, and uniformity is not only desirable but mandatory, the uniformly high quality of Cramer furnishings makes your job easier. And satisfactory. For Cramer matches the chairs to desks, credenzas, tables, machine stands, modular units and step stands. Together they are an inspiration. May we tell you why?

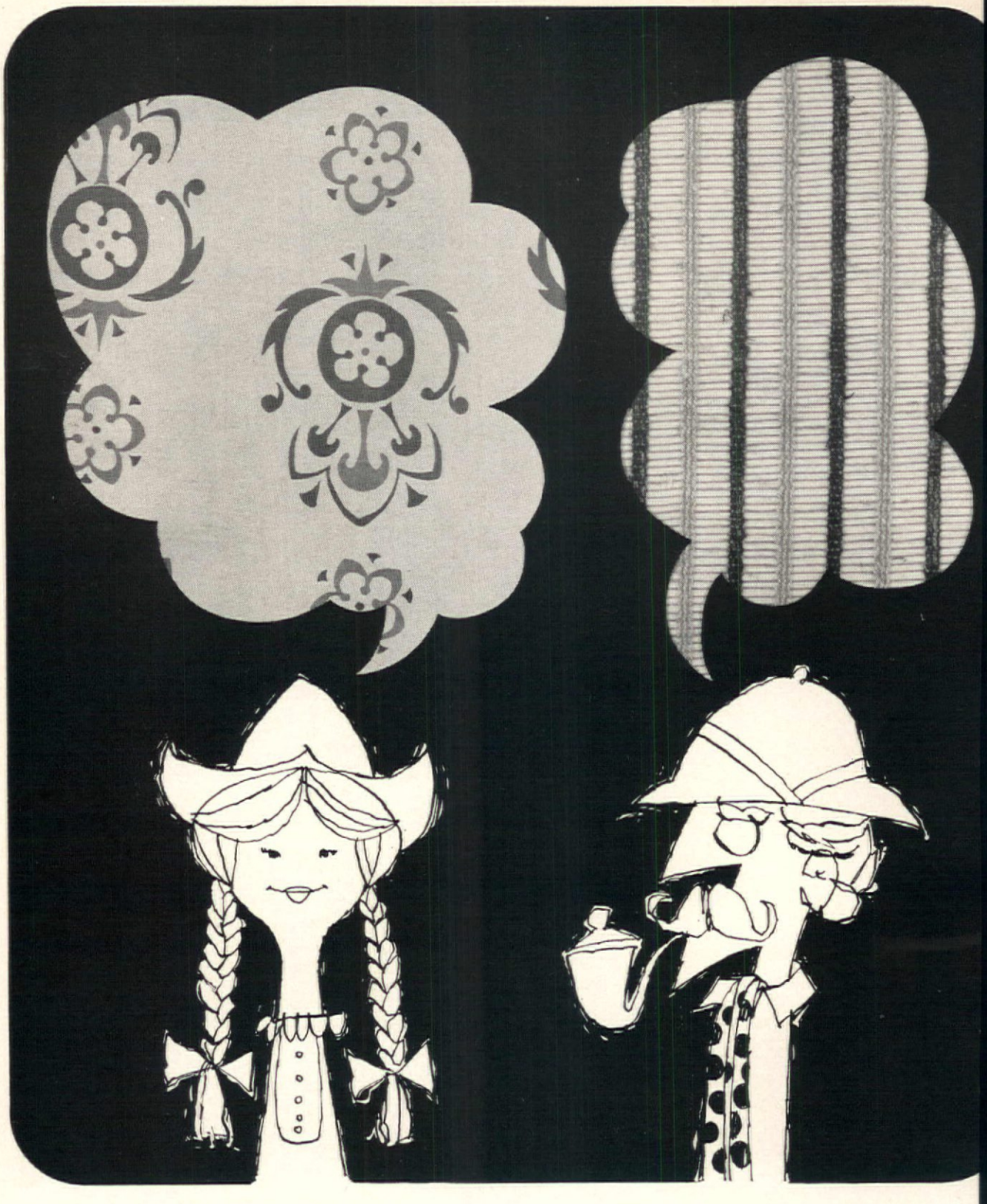


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CRAMER

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Circle No. 40 on product information card



Pigtail philosophy pitched to a pith helmet. This friendly discussion is spiced by Holland Daisy's saucy talk with nubby overtones by a chap who's Injah bound. The conclusion to be drawn is that good fabric design is worthy of debate in Paul Kaiser showrooms across the country. We would agree, wooden shoe?

paul kaiser associates, inc.

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W. Kinzie, Chicago, Illinois • Albert Larsen, 369½ No. Robertson Blvd., Los Angeles, California 90048 • Mortimer M. Wolff, 406 N. Lancaster Avenue, Margate, New Jerse

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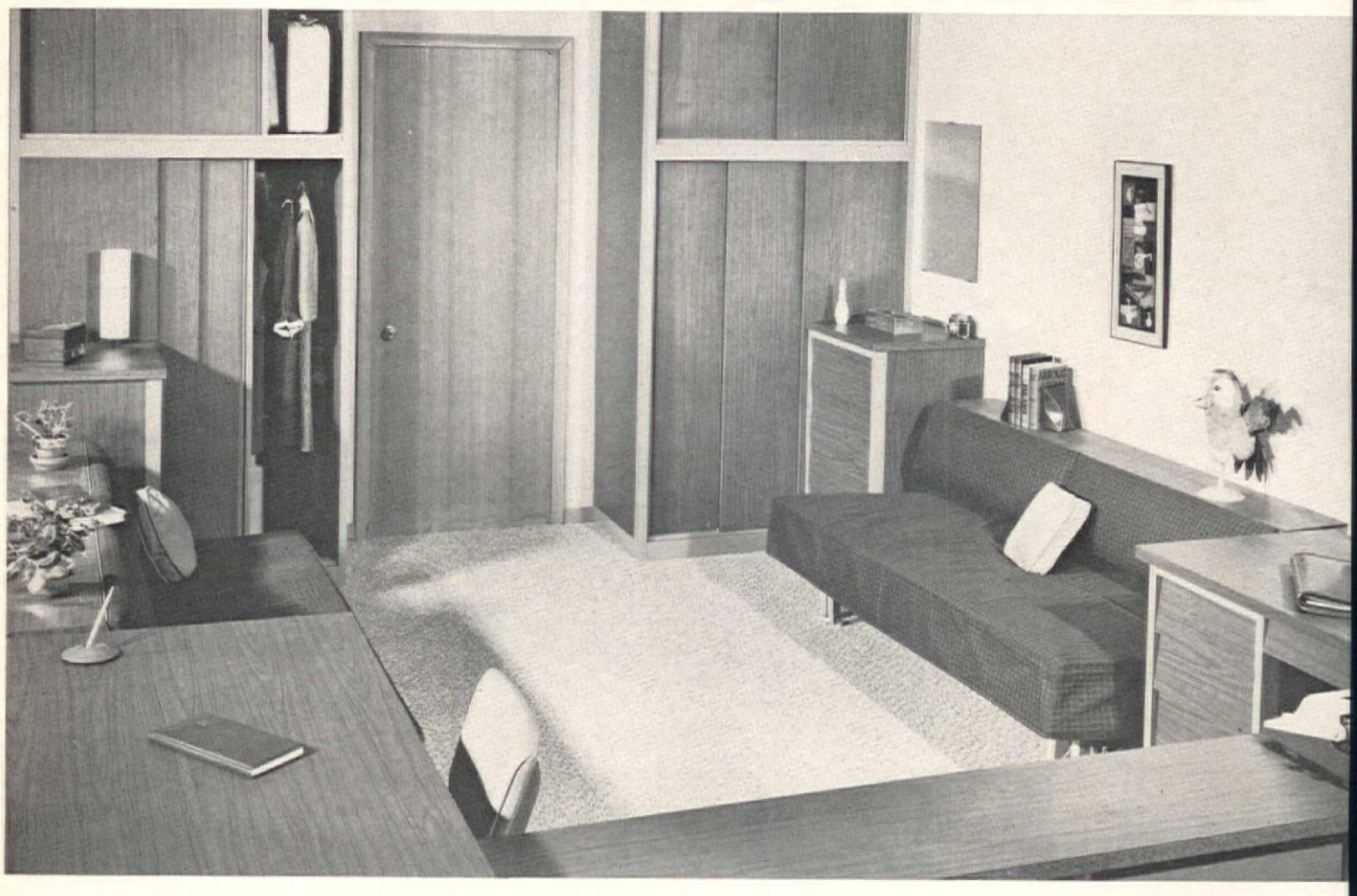
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LIGHT

Lighting devices that are totally original . . . classic Bubble Lamps . . . all bear the unmistakable imprint of architect-designer George Nelson. A variety of shapes and sizes, all cast a soft even light. A choice of accessories turn the basic Bubble into adjustable ceiling fixtures, wall pin-ups, floor and table lamps. Now offered as a ceiling hung fixture with hangers and extra length cord for baseboard attachment. Write for our catalog. **Howard Miller Clock Company, Zeeland, Mich. 49464**

moduflex



a revolutionary new dimension in dormitory furnitu

Moduflex puts you years ahead in style...years ahead in economical utilization of space...years ahead in durability...years ahead in savings. Moduflex's combination of heavy gauge metal structures and thick wood grained plastics combines the warmth of wood with the durability of metal...practically designed for maximum living and study convenience and to withstand every day stress and strain. Moduflex meets the same fire insurance regulations as all metal. Moduflex represents one of the finest values in dormitory furniture on the market. Write or call today for additional details on either movable or built-in furniture and beds.

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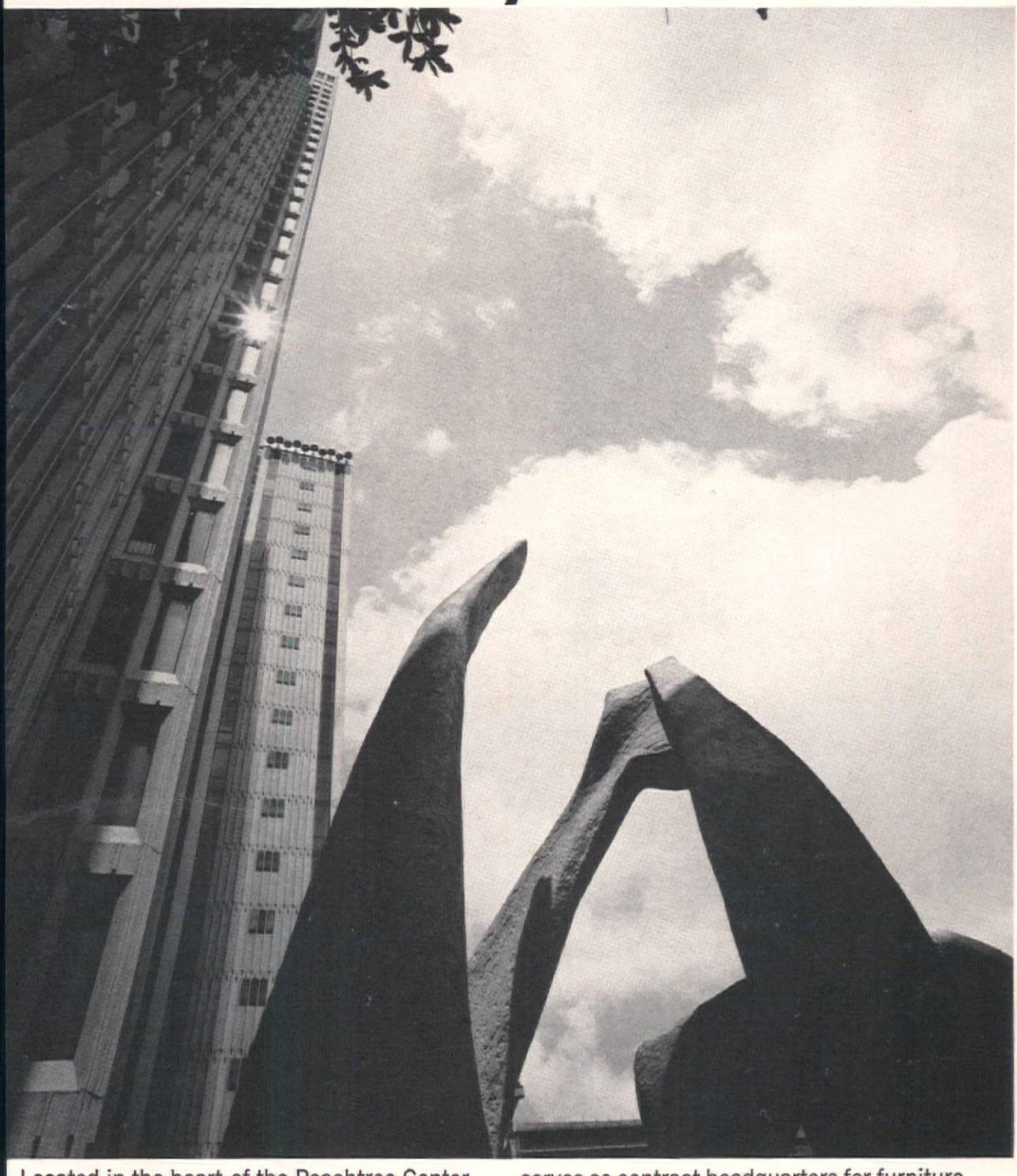
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CONTRACT / ATLANTA



Located in the heart of the Peachtree Center complex is the **ATLANTA MERCHANDISE MART,** a soon to be expanded facility that will provide a two million square foot wholesale shopping center for the Southeast.

Featured in the expansion will be a 150,000 square foot contract center to serve the most dynamic marketing region in America today. The existing one million square foot Mart now serves as contract headquarters for furniture, floor coverings, bedding, linens, lighting, and accessories.

For further information contact **Claude A. Petty, Jr., Vice President and General Manager, Atlanta Merchandise Mart, Peachtree Center, 240 Peachtree Street, N. W., Atlanta, Georgia 30303.**

Circle No. 268 on product information card



tlanta and the New South

LANDMARK SERIES #3

IN the phenomenal rebirth of the South, Atlanta is itself a phenomenon. Atlanta typifies the energy and enterprise of the New South, a region that has made the rest of the country recast its thinking and discard some tenacious old shibboleths about the southeastern area of the United States.

Not that Atlanta stands alone as a symbol of industrial growth, marketing, and progressive social planning. Other cities in the region share this distinction —Birmingham, Memphis, Chattanooga, Jacksonville, Charlotte, and Nashville have all made gigantic strides in the postwar period. Atlanta, however, because of its geographic situation at the very center of the

nd new symbols of Atlanta are atically captured by photographer ndre Georges. Through angled columns tlanta's new Municipal Stadium, the d dome of the State Capitol.

Atlanta and the New Sout

Southeast and because it is a natural transportation and communications hub for the area, occupies a special position. It is vitally and continuously related to every part of the Southern trading community, which includes Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, and Tennessee.

Looking at the construction figures in the Atlanta metropolitan area provides some idea of the surging growth that has taken place. During the 1960's, more than $500 million was spent for new construction, including 70 office buildings, 23 hotels and motels, vastly expanded educational and hospital facilities, and last but not least, the $18 million Atlanta Stadium, one of the handsomest and best-planned sports arenas in the country. Right now, construction of the new $15 million Regency Hotel in downtown Atlanta is being completed, as well as several major office buildings, hotels, and institutional facilities.

Manufacturing payrolls doubled between 1954 and 1963, while in wholesaling Atlanta holds the 11th position among all U.S. cities as a wholesaling center, distributing more than one-fifth of the total Southeast volume in drugs and chemicals, dry goods, electrical goods, motor vehicles, and automotive equipment.

Although Atlanta has been chosen here as the hub



ta: Accent on Architecture

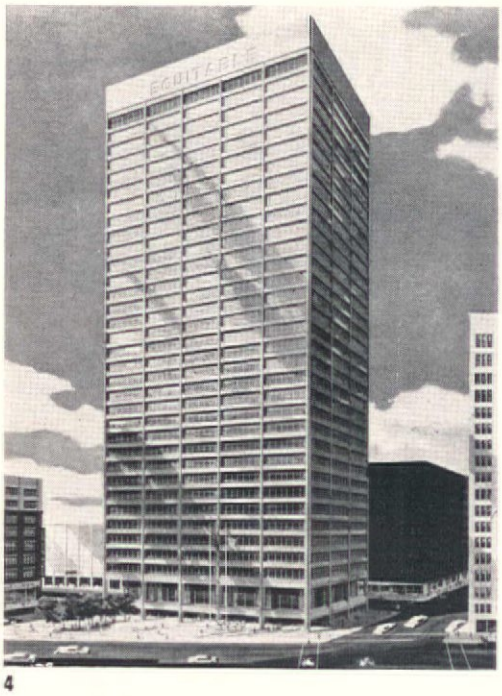
ring completion, the Southeast's tallest g is clad in white Georgia marble and solar glass. The 41-story, $19 million National Bank Building was designed hitects Emery Roth & Sons, New York, inch, Alexander, Barnes, Rothschild & al, Atlanta. General contractor, Henry k Co. **2** *Architect Danielson & Paine ed the old 10-story Western Union ng of its cumbersome brick facade. The ne-million-dollar look will be completed l.* **3** *Away from the downtown area, of the Lenox Tower twins is in final . Designed and engineered by Stevens kinson, both are 17 stories high.* **4** *The y Equitable Building will devote 10,350 feet of its site to a landscaped plaza. ed by Skidmore, Owings & Merrill, York, and associate architect Finch, der, Barnes, Rothschild & Paschal, a, the dark anodized aluminum build- ill open this winter.* **5** *Monumental, illion convention hall-auditorium com- lesigned by Robert & Co., has a 4,560 ain hall; separate but connecting exhi- hall will have 110,000 square feet, most ee of columns.* **6** *Over-all grid design s some solar relief for the planned Georgia Building, by architects Bodin berson, Atlanta, and Eggers & Hig- New York.* **7** *Ground breaking this ll make way for the Bronze Building, ory, $9.6 million project by Stevens & son.* **8** *Three-story, 30,000-square-foot Park Medical Building, by architect , Salzman & Carry, will be clad in eige brick, gray glass, and precast con- fascia. It will be completed this De-*



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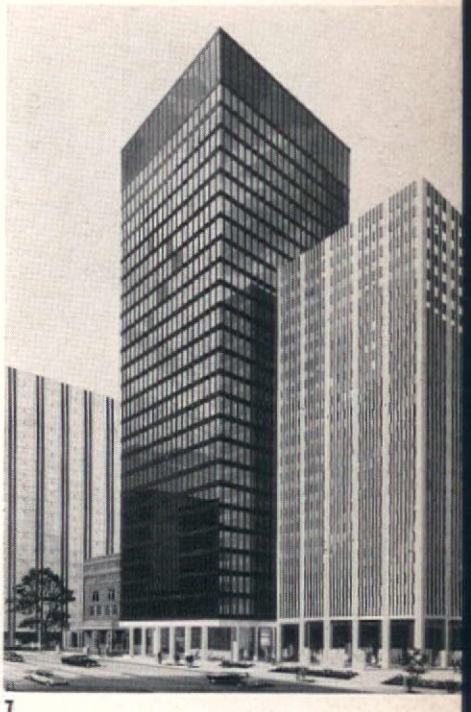


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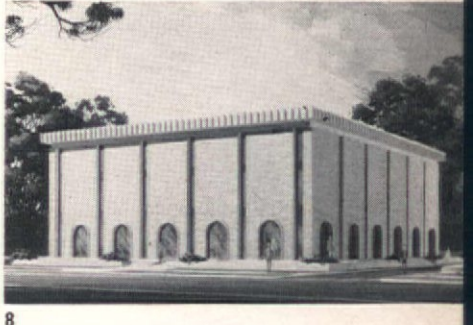
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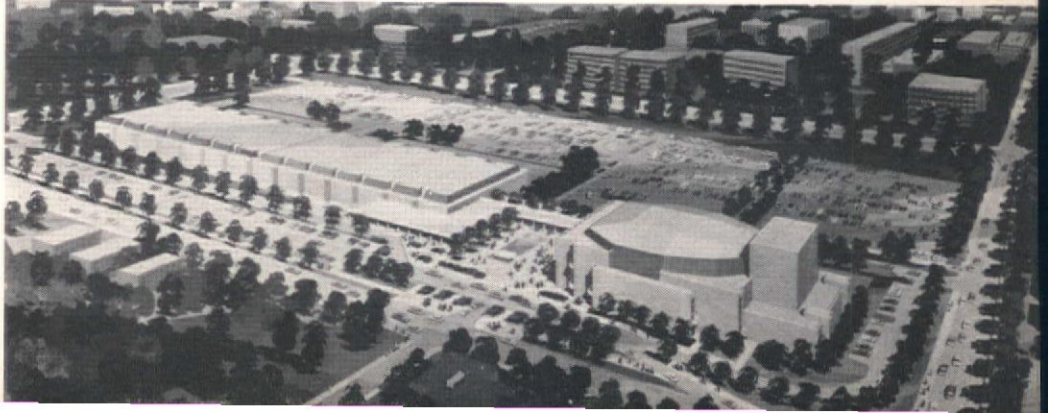
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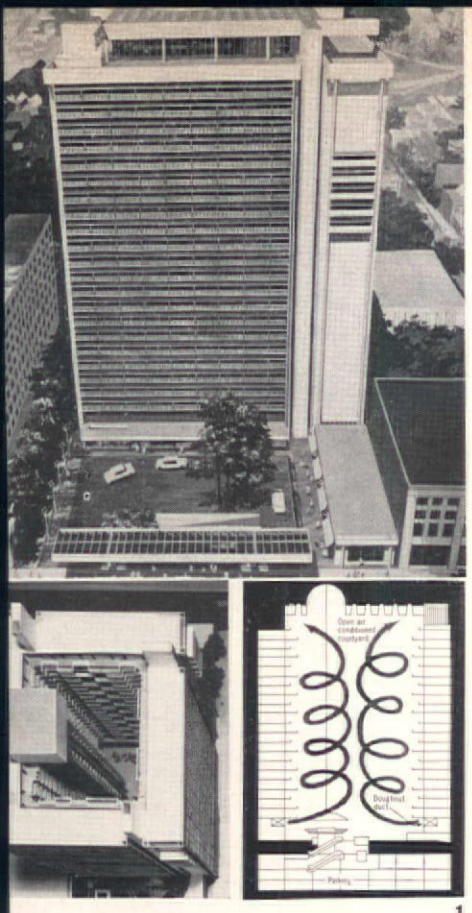


Atlanta and the New Soutl

of the Southeastern commercial-institutional wheel, the region as a whole shows the same sharp increases in per capita income, retail and wholesale sales, manufacturing and shipping as those noted for the Gateway City. Per capita income in the seven Southeastern States jumped 55 percent between 1954 and 1964. The leaders now are Florida with $2,251 and Georgia with $1,943. Southeastern wholesale sales soared by 33.5 percent between 1958 and 1963—from $27 million to $36.5 million, the latter figure representing 10.2 percent of total U.S. wholesale sales in 1963.

The retail sales increase for the five years between 1958 and 1963 was 28.8 percent in the five-year period, and non-farm jobs chalked up a gain of 2 million from 1954 to 1964, totaling 7,047,600 in the latter year.

The prospects for the Southeast—in furniture, carpeting, textiles, steel, lumber, paper and board products, chemicals, and petroleum—are only beginning to show. In fact, many observers are convinced that in the next decade or two the country's greatest industrial concentration will be located in the South. Our own opinion, after an exhaustive review of the contract facilities in the area and numerous interviews with contract designers, architects, dealers, and suppliers, is that it's no longer the old South. (C)



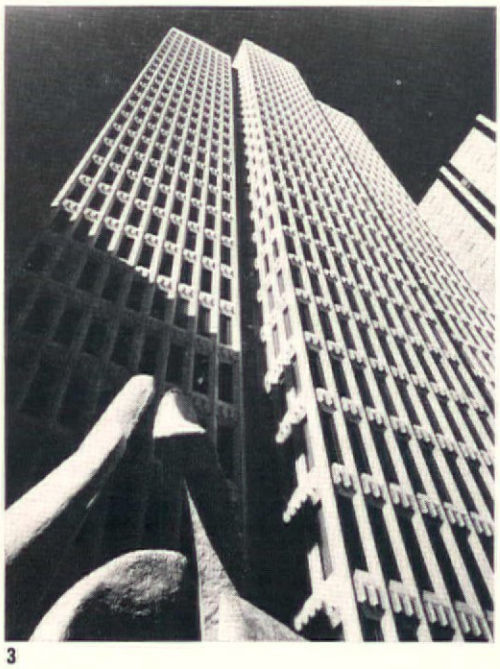
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anta: Accent on Architecture

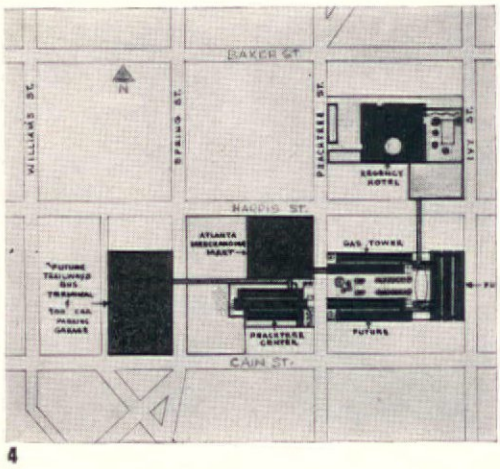
Peachtree Center Complex, as envisioned its architect-developer, John C. Portman, (with Texas investor Trammell Crow), be the only project of its size and scope eloped independently of governmen ds. The ultimate, long-range scheme rtially shown in drawing, **4***) will incor- ate housing, shopping, recreational facili- , restaurants, offices—in short, it will be a ally coordinated unit, organized w thin man scale." Already in use is Peachtree ter office building* **3** *and the Merchandise rt (page 118). Nearing completion, the ctacular 800-room, 21-story Regency Hotel has an unusual air-conditioned inner well. t sold to the Hyatt House Chain, the hotel be the largest in the South. Under con- uction is the new 25-story Atlanta Gas ht Tower* **2**. *This "total living" scheme is departure from single-purpose develop- nts, such as the $50 million Executive k* **6**, *planned by Stevens & Wilkinson, hitect-engineer. In foreground is Ameri- Mutual Building.* **5** *New to Atlanta's tural scene will be the proposed Memorial tural Center, designed by architects-engi- rs Toombs, Amisano & Wells and Stevens Wilkinson. Continuing its motel boom, tropolitan Atlanta will soon have two re. Paschal's Motor Hotel* **7**, *a $1.1 mil- , 120-guestroom complex designed by ar- tect Herbert C. Millkey, breaks ground s month. Quality Courts Motel* **8**, *de- ned by John H. Summer, opens in Septem- . The $3.5 million luxury facility will con- n 251 guestrooms.* **9** *John Hancock Build- , by Toombs, Amisano & Wells, is one of ny regional branch buildings erected by ional firms. The $970,000 building opened t year.*



2

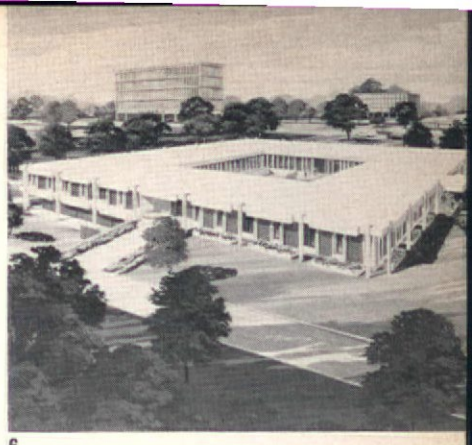


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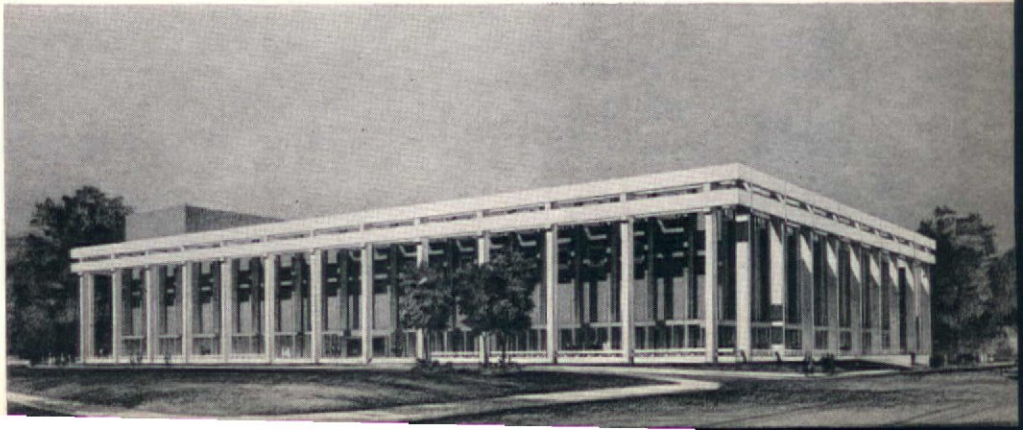
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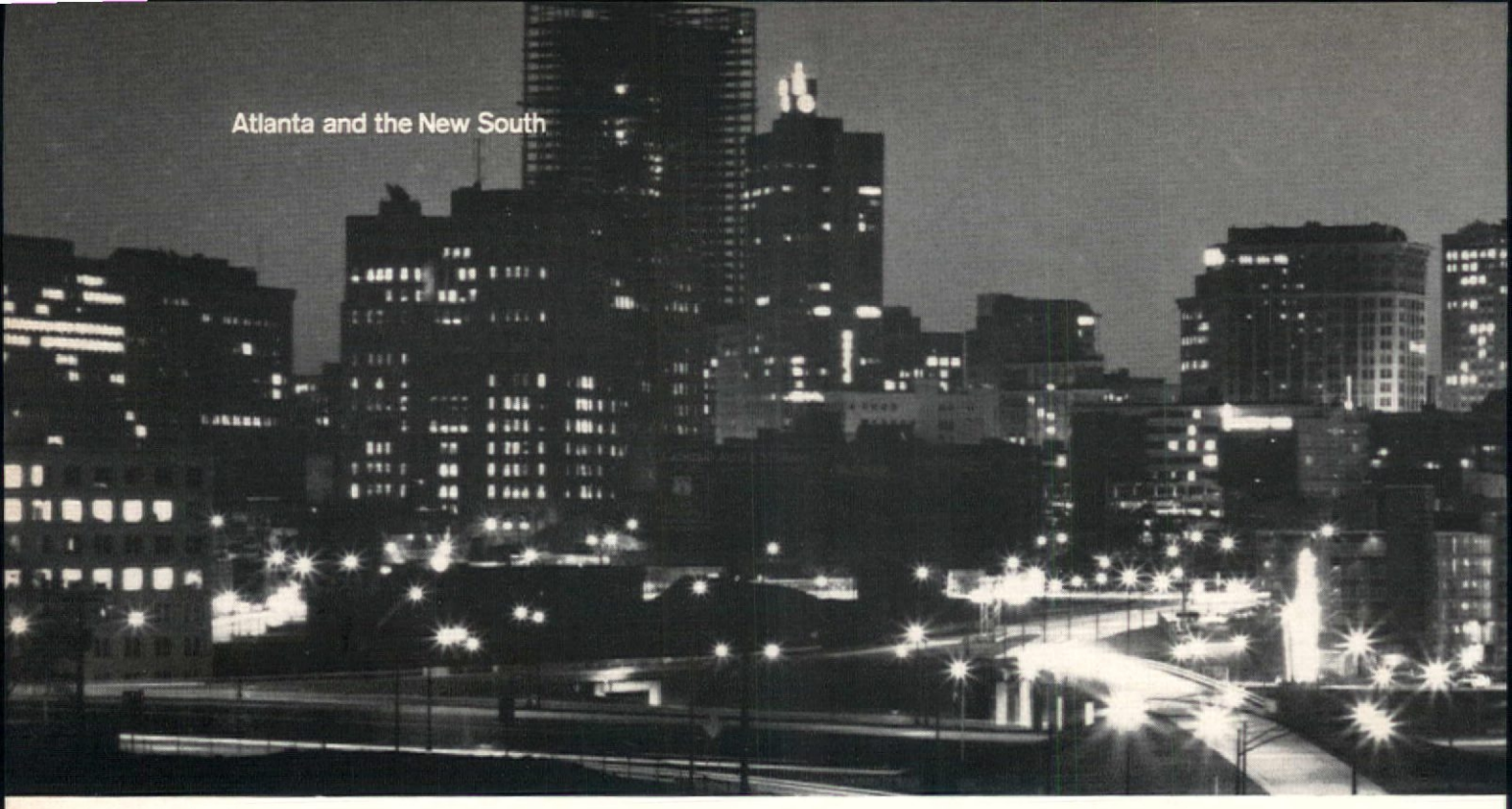


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9





ATLANTA IN REVIEW: ACHIEVEMENTS SINCE 1960 AND

GREATER Atlanta has become during the decade
the sixties the undisputed capital of Southeaste
United States and boasts a population of over
million two hundred thousand with well over a h
million jobs. People and jobs in large numbers
the basic ingredients of a dynamic metropolitan ar
and in this age of cities they create some thor
problems, both physical and social. The physi
changes brought on by rapid population increa
can be seen everywhere. New subdivisions spring
overnight it seems, high-rise office buildings app
to be reaching to the sky, and new expressw
form spaghetti-like interchanges in the middle
historic landscapes. We have this in Atlanta, in
heart of a lively region.

Things are happening. As a surprising volume
construction noises dominates the atmosphere of w
we planners call the "central core" of the city, th
is in the making a long-range "downtown plan"
1990. In the last few years, building permit reco
have been broken regularly, not only in the cent
city but also in the outer rings of urban and suburb
counties that make up our official metropolitan ar
Projections for future office space needs are un
lievable to many.

Communities grow outward and outward and i
each other. While the population grows forty perc
in ten years, the number of vehicles grows seven
five percent or more. Expressways become ina
quate and everybody becomes an expert in tra
portation. Boundaries of cities and counties co
to mean less and less while school boards cope w
double sessions, building programs, and bond issu



Glenn E. Bennett, Executive Director of the Atlanta Region Metropolitan Planning Commission.



Photo: Dwight Howard

HE FUTURE ASSURE ATLANTA'S POSITION AS THE METROPOLIS OF THE SOUTHEAST. BY GLENN E. BENNETT

al governments are pressed on every side for tal needs and higher demands for services such water, sewers, streets, fire protection, police, and se collection. Elections are won and lost by the ity of garbage trucks to keep up with the times. ffic, pollution, and crime become regional issues er than local problems. Regional matters must dealt with on a regional basis, so we create re- al agencies.

ere in greater Atlanta the forty-four municipali- the five counties, the thirty-eight water sys- s, and twenty-three sewer systems show hopeful s of pulling together. Our Atlanta Region Metro- an Planning Commission has for years studied planned expressways and land use for the seven- hundred and twenty-four square miles of the cial Standard Metropolitan Statistical Area. We've e up with a rapid transit plan, a 1980 sixty- mile regional system of computerized electric ns designed for efficiency and comfort of riders. s will give us a balanced transportation system al to our economic role. A plan for regional re- tion land shows the way for tomorrow's open es, and a comprehensive study is nearly ready our future airport requirements. Atlanta has re- ly jumped into fourth place in the nation in air sportation and relatively new facilities begin to v us a frighteningly obsolescent picture.

he planning process is catching on and the re- al approach has been used here with some suc- for several years, thanks to the foresight of ers in earlier years. Industrial districts and trade ers have not been difficult to develop and expand. Teamwork among the governments is considerably above average, when one looks about the country at other major metropolitan areas.

A Council of Governments is beginning to function and such projects as improved law enforcement and building code administration are receiving regional attention and support. Metropol, an area-wide agency of law enforcement, is a big success. Communication, training, and general coordination of police activities have been greatly improved. Fire department officials are now also organized on a metropolitan basis for greater efficiency, and signs of maturity in the management of the region's daily affairs are appearing.

With an annual population growth at well above three percent and with big league thinking and planning, not limited to sports, business, and cultural centers, there can be little doubt about Atlanta's role in the years to come. We are indeed the Metropolis of the Southeast, the undisputed capital, and the day is coming in the early 1980's when the two million population mark will be reached.

Lines on plan maps are becoming realities in the form of expressways, parks, sewer lines, public buildings, and industrial districts. A planner loves to see his plans carried out, his ideas adopted, and his projections realized.

We've made some headway toward molding regional social and physical planning efforts into broad approaches to the difficult business of guiding metropolitan growth. There is much more to come. What lies up ahead for the Metropolis of the Southeast? From here, the prospects are exciting. (C)

THE STATE OF THE ART

CONTRACT DESIGN IN ATLANTA HAS MADE IMPORTANT STRIDES, BUT MOST INTERIOR DESIGNERS HAVE NOT YET ASSUMED THE MORE SOPHISTICATED FUNCTIONS OF PLANNING THE INTERIOR ARCHITECTURAL ENVIRONMENT. BY ANNE FALLUCCHI

THE contract design community in Atlanta is a relatively new one. It emerged as a specialized field, according to its practitioners, just a little more than five years ago, in contrast to the early postwar start in some major cities. It isn't surprising, then, that the level of contract interior design and space planning, with some notable exceptions, lacks the sophistication of such cities as New York, Chicago, and Los Angeles. As one top designer put it, "Atlanta, in this respect, is immature. Within the past five years we've made a great deal of progress, but we still have a long way to go."

Today, the number of professional or competent designers is still relatively small, considering the enormous building and urban renewal programs that have been rapidly changing the Atlanta skyline. One of the biggest complainers about the small amount of talent available is the architect. Several top firms reported that in self-defense they were forced to develop their own interior design departments because there are not, they insist, enough really good independent interior designers to go around. Too many are merely "decorators" (sic) who have no understanding of architecture and spatial requirements and who therefore don't know how to relate the interior design to the architectural concept.

Thus, space planning remains for the most part the responsibility of the architect, both in speculative office buildings and single-occupancy structures. The interior designer's function in Atlanta has been and is limited to selecting and specifying furniture and furnishings, organizing them efficiently within prescribed spaces, and creating compatible color schemes.

Not without their own complaints, the better contract interior designers rightfully resent being retained after a building is completed, as so often happens. They recognize the value of working closely with the architect and client from the beginning and contributing to the analysis of basic space requirements, recommending color and style of floor coverings, wall and ceiling materials, etc., so that both architecture and interior design become an extension of one another, rather than being treated as two separate, unrelated phases of the same project. The fault here may very well rest with the client, who has insufficient knowledge or understanding of "total design" and the collaboration it involves on the part of several types or organizations.

Awareness of this situation, however, seems to be taking hold at long last. In Atlanta's tallest hi rise, the 41-story First National Bank Building Finch, Alexander, Barnes, Rothschild & Paschal (lanta) and Emory Roth & Sons (New York), under construction, several future tenants have ready commissioned interior designers, who have b working hand-in-hand with the building archit during the construction stages to incorporate st tural modifications in terms of specialized tenant quirements.

There has been a slow acceptance of contempor interiors, and only a handful of clients are wil to shed the cloak of tradition in favor of a prog sive look. One notable step toward the contempor is the remodeling program of the Coca Cola Build The largest commercial giant in Atlanta, Coca Co. will house its national headquarters in a hig contemporary structure (by Finch, Alexander, Bar Rothschild & Paschal). Architectural Space Des Inc. (FABRaP's independent interior design subs ary, which turns down anything but contempor work) enthusiastically reports that the interiors be in keeping with the architecture, and as of its commission, ASD has just completed an el rate and detailed space analysis in close collab tion with the architectural design team. No do the cause of contemporary interiors will get biggest single boost when the Coca Cola projec completed.

Nonetheless, tradition is still the ruling favor Generally, this can be attributed to two factors. clients proud of their corporate and regional herit and traditions want their establishments to con a similar image. Two (as exponents of contempor design are eager to point out), all too many Atla decorators have long, solid backgrounds in residen work exclusively. While specialists in contract des will occasionally do a residential job as a favor a long-standing business client, the reverse is t of the decorator, who found his way into commer work by "helping out" a good residential client furnishing new offices. The decorator, the cha continues, is too residentially oriented to prop execute a specialized commercial commission.

Although the contract design community is beginning to flex its muscles and has not f achieved the recognition of its clients as a str force in total design, this is not to imply that s fully planned and designed contract interiors do



ist in Atlanta. On the contrary, there are a number installations of exceptional quality, as is demonrated by the sampling in this section, all of which ere completed within the past few years. These ojects are the work of firms and individuals who ve already achieved high reputations in contract terior design. And though relatively few, they acunt for huge volumes of work.

These professionals include a number of indendent interior design firms. Alan L. Ferry Degners, Inc., for example, established immediately ter the war for the exclusive practice of comercial interior design and space planning, has execud numerous projects, both traditional and contemrary, of the highest order. With an enviable repution that scores high nationally as well as locally, erry has often been asked by the client to choose e building architect.

There are also a number of interior design dertments of furniture and office supply firms, inuding Ivan Allen Co. and Ray Lang, Inc., which rn out more than creditable installations. Departent stores, too, such as Rich's contract division, count for a good share of local and regional comissions with a high degree of success. And, in line ith a trend not limited solely to Atlanta, architecral firms, such as Edwards & Portman, as well as ABRaP, have incorporated interior design departents to better coordinate both design disciplines to an integral whole.

The impetus provided by the enormous building om in Atlanta, which is adding millions of square et of office space each year (and it is estimated at another 15 million square feet will be needed 1980), will undoubtedly increase the size and raise e caliber of its contract design firms. Decorators nd that's what they call themselves) who have only bbled in commercial work will be forced to reient their thinking and learn a new working vobulary. Established contract organizations will be rrying even heavier work loads and will probably pand their practices to keep up with the demand r their services. Young designers from other parts the country will undoubtedly be attracted by the ormous opportunities available in Atlanta and its ed for fresh creative talent.

Another five years, at the most, and Atlanta will nk with other major communities in both the prossionalism and scope of its contract design. (C)

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84 Citizens & Southern Bank of Atlanta, Athens
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85 Citizens & Southern Bank of Atlanta, Buckhead
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91 Parkwood Hospital
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92 Marriott Motor Hotel
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94 Foote & Davies Division, McCall Corp.
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96 Kicks & Lids Men's Shop
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97 Unitarian Universalist Congregation
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99 Radio Station WQXI
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100 Lithonia Lighting, Inc.
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102 Piccadilly Cafeteria
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103 First National Bank of Shelbyville
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104 North DeKalb Shopping Center
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104 North DeKalb Shopping Center, Thompson, Boland & Lee, Inc.
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105 North DeKalb Shopping Center, Casual Corner
Alan L. Ferry Designers, Interior Designer

105 North DeKalb Shopping Center, Storey Theatre
Architectural Space Design, Inc., Interior Designer

106 Georgia Baptist Hospital Nurses Dormitory
Rich's Contract Division, Interior Designer

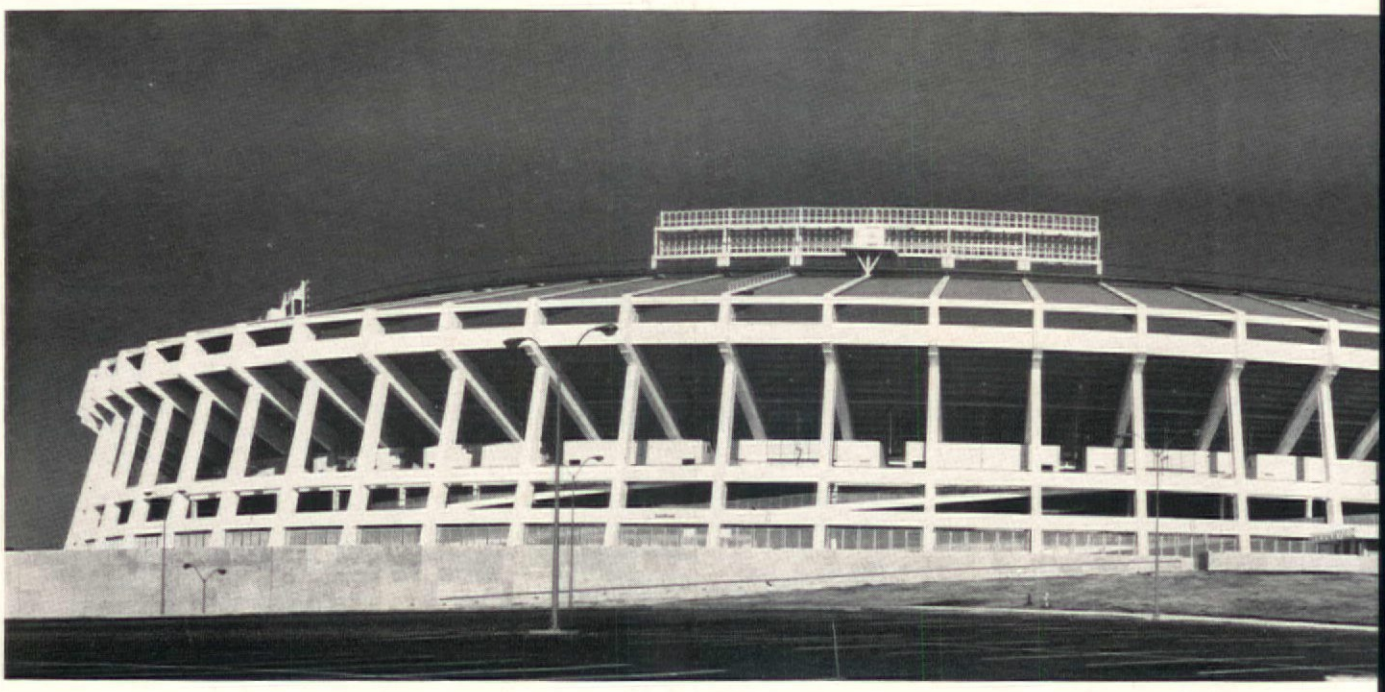
107 Aeck Associates, Inc. Offices
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107 Lockheed Research Center
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108 Charles A. Dana Fine Arts Building
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110 Maryland Baking Co.
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111 Home Federal Savings & Loan Association
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ATLANTA STADIUM: Heery & Heery and Finch, Alexander, Barnes, Rothschild & Paschal, Architects

Braves Offices

Architectural Space Design, Inc., Interior Designer

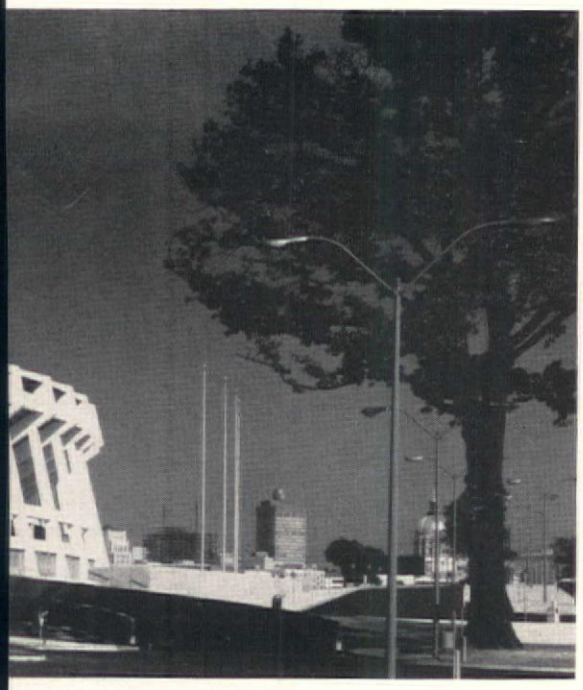
In the record time of 11 months and three weeks (six days ahead of schedule) and a record cost of $14,200,000 ($3.8 million less than the projected budget), the Braves had a new home and Atlanta had a new landmark. The astonishing speed with which the major league sports stadium was constructed marks the excellent collaborative efforts of the architects in planning the structure for the Atlanta & Fulton County Recreation Authority.

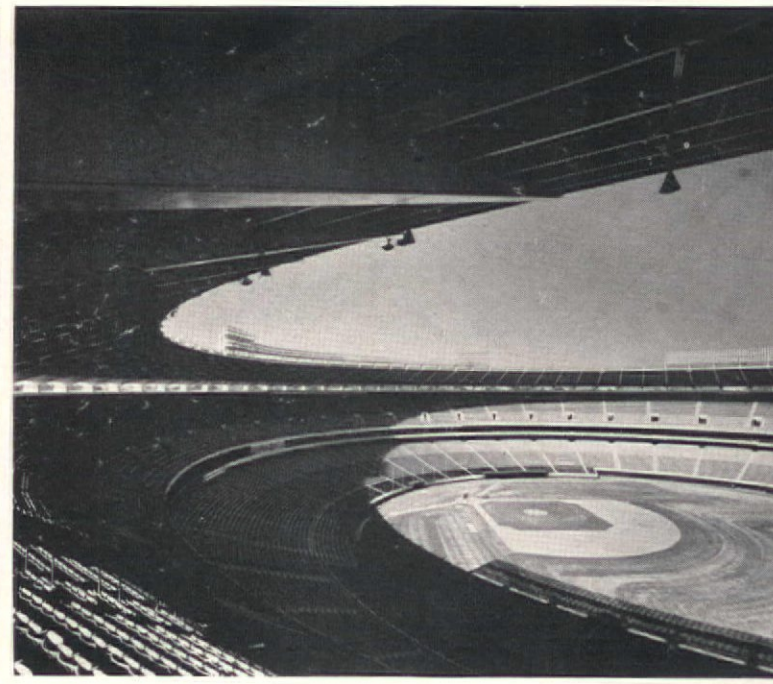
The stadium occupies 19.4 acres of the 62 acre site that connects with a major interstate artery linking it to the entire southeast. A structural system of 80 radial steel girders forms the supporting backbone and dominates its design character. Three levels of seating decks were carefully angled to give an unobstructed view of the playing field from all points. Total capacity is 51,000 permanent seats, but the addition of semi-permanent folding seats expands the number to 56,973 for football events.

Part of the design problem was to create accommodations for the Braves team and management in the curving spaces of the full-round stadium. Architectural Space Design Inc. who planned the interiors, partitioned the unusual space with entry from the front so t each executive has a good view of playing field from his office wind Job captain H. Anthony Smith of A supervised all installations. The offi are smart, masculine, and functio Braves' board chairman William B tholomay has a glass-enclosed priv box adjacent to his office that extends somewhat from the public seating d and is simply furnished and devoid superfluous appointments. It derives enormous sophistication from a vibr color scheme of emerald green marine blue. Players quarters locker rooms are completely carpeted







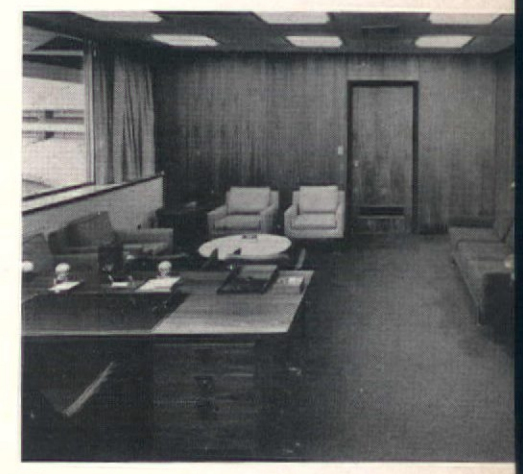


all-wool spike-proof from Magee. Suppliers: Furniture — Jens Risom. rman Miller, George Tanier, Metro- itan, Knoll, Directional, Fritz Hansen, Metal, Lehigh, custom designs ex- ted by Stendig, Knoll, Fred Morten- . Drapery fabric—Design-Tex, Knoll, ven. Carpeting—Duraloom, Bigelow. hting—Habitat. Accessories—Smith tal Arts, Architectural Pottery, Mc- nald Products, Knoll. Marble-Georgia rble Co. Wm. Bartholomay's Box: rniture—Fritz Hansen, Chicago Hard- re Foundry. Fabrics — Unika-Vaev, ven. Carpeting — Tintawn, Custom or Covering. Accessories—Habitat.



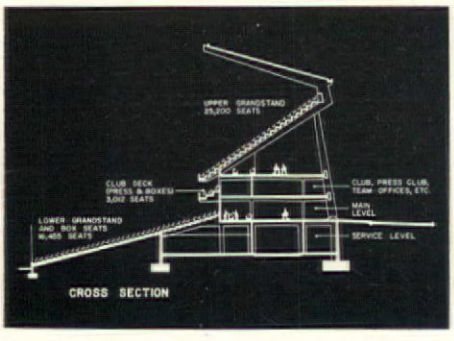






Photos: Alexandre Georges









Photos: Alexandre Ge

Stadium Authority Offices

Architectural Space Design, Inc., Interior Designer

The offices of the Stadium Authority overlook the playing field and have a grandstand view of the Atlanta skyline as a built-in bonus. It was the task of Architectural Space Design Inc. to adapt the linear, curved space on the box seat level to accommodate the various facilities necessary for the efficient management of the stadium and its functions. ASD created a central corridor with entry at mid-point that makes the facilities accessible to employees but completely separated from public areas. The corridor rims the reception area, executive offices and board room, accounting area, vault and workroom, and lounges. The interiors coincide with the strong architectural design of the stadium in that they are crisp and modern, with much use of walnut paneling, contemporary furnishings, and modern paintings and accessories. Rich earth tones with white accents were planned contrast with the blue interior of stadium itself. Many of the decora paintings were done by job capt Charles Mount of the ASD design s who coordinated the entire project.

Suppliers: Furniture — Knoll, Leh Art Metal, Stendig. Fabrics — K Unika-Vaev, Design-Tex. Carpetin Duraloom, Magee. Accessories — Ar tectural Pottery, AMV, Knoll.









Photos: Clyde May and Alexandre Georges

dium Press Lounge

liam Trapnell & Associates, Interior Designer

arge concave room located immedi- y back of press, radio and tele- on boxes, houses the Press Lounge. assignment of William Trapnell & ociates was to create spacious ac- modations for sportscasters and s personnel before and after major ts events. It was important that the ge have adequate relaxation group- of sofas and easy chairs with plenty able space for both food and bar service, and at the same time leave well-defined traffic-paths for the busy professionals. The shape of the room and large supporting columns were architectural features that the designers played up rather than tried to subdue. The columns were covered in a vivid orange vinyl. Pilasters, the color of the walls, outline large panels of cork that display art work such as the sculptured sunbursts of rough-finished brass. The predominant decorative materials in the room are rugged in feeling — leather, cork, wood, chipped stone, and earthy tones in carpeting and upholstery.

Suppliers: Furniture — Jens Risom, Herman Miller, Chicago Hardware Foundry, Tri-Mark, Mar-Shell Products. Draperies — Maharam. Carpeting — Custom Floor Covering. Lamps—Lightolier. Accessories—AMV, Habitat. Sculpture —Sculptsmith.



Citizens & Southern National Bank

William Trapnell & Associates, Interior Designer
Heery & Heery, Architect

The traditional banking quarters of the Citizens & Southern National Bank in Athens, Ga., differ considerably from the contemporary image of its sister branch in the Buckhead section of Atlanta (opposite page). The contrast is explained by the fact that modern interiors are still more the exception than the rule in most southern areas. At present only 50 percent of the C&S National bank branches located in Atlanta are contemporary, the remainder and almost all branches outside the metropolitan area are traditionally styled. William Trapnell & Associates designed the interiors for the Athens branch with reproductions of 19th Century English furnishings that complement the architectural elements that are a feature of the building, such as classical pilasters and entablature, and heavy paneled partitions. Chandeliers suspended from ceiling domes and a specially executed mural of Zuber's "Views of Switzerland" are highly decorative elements that carry out the traditional mood of the interiors. The Athen's branch of Heery & Heery architectural firm used its expertise on restorations in handling all interior architectural details of the banking quarters.

Suppliers: Furniture—Kittinger. Upholstery Fabric — Schumacher, Hides, Inc. Carpeting — Bigelow. Chandelier — Atlanta Lighting Fixture Co. Draperies—Arthur H. Lee. Lamps & accessories—Edward Alden Studios. Mural—Dwoskin.



Photos: Clyde









Photos: Alexandre Georges

izens & Southern Bank of Atlanta

k Associates Inc., Architect-Interior Designer

the Buckhead branch of the Citizens Southern Bank of Atlanta, Aeck ociates executed a complete remodel- job—from architecture through to commissioning of the art work that rns the walls. The building that inally housed a tire store had de- orated into a generally unattractive k building and required a complete -lifting from its facade to its in- or banking quarters. The entire pping and rebuilding process, includ- moving the vault, was planned in a -stage construction and finishing op- ion during which the bank was able conduct "business as usual." The itectural firm accomplished all de- , inside and out, specially designing teller counters and check writing ds, wallcovering, flooring, selecting specifying furniture, carpeting, ery, and accessories, then supplied the contract division of Ray Lang The over-all effect is one of a warm gray background dramatized by k leather and oiled walnut, and ac- ed by colors ranging from yellow ugh gold and mustard, bronze to green.

ppliers: Furniture — Jens Risom, l, Harvey Probber, Edward Axel man, custom designed teller counter check tables, executed by J. P. nack & Sons. Wallcovering—Katzen- & Warren, Bill Keliehor. Paneling ck Denst Design. Upholstery fabric noll, U. S. Rubber, Jens Risom, Gil- Drapery fabric—Anton Maix. Car- g—Alexander Smith. Flooring— strong. Graphics—Cadillac Engrav- Accessories—Blenko, Nordika-I.D.G., m. Artificial plants—Canary Cot-









Tucker Wayne Inc.

Edwards & Portman, Architect-Interior Designer

Tucker Wayne Inc. is a well-established, Southern born and based advertising agency with an image it wished to perpetuate. Housed in a contemporary building and involved in a service rooted in the 20th Century, Tucker Wayne sought to project an image of solidarity to its clients and provide a restful haven for its executives. When the firm moved its offices to the Peachtree Center Building, a part of the Peachtree Center Complex developed and designed by Edwards & Portman, the interior design department of E&P was called upon to plan the space. Designer Aubrey Parrott (who designed several other offices in the building for more modern minded tenants) satisfied the client's criterion with a straightforward and masculine approach in the form of traditional furnishings, oak paneling, and subtle colors. The offices stop short of the frills of home, yet uphold the tradition of the firm's Southern heritage. In the same building, Edwards & Portman's own office (see following page) provides an interes comparison in a widely divergent temporary design approach.

Suppliers: Furniture — Kittin Scerbo, Jasper, Barnard & Simo Cocheo, Hanover Craftsmen, Hick Schott, Thayer Coggin, Statton. W covering—Dwoskin. Carpeting—Barw Upholstery fabrics—Maharam, Jacl Larsen, Schumacher. Drapery fabri Maharam, F. Schumacher. Chandeli William Spencer. Lamps—Freder Cooper. Prints—Paul Weil.









Photos: William Barnes—I.D. Associates



Edwards & Portman Offices

Edwards & Portman, Architect-Interior Designer

The offices of Edwards & Portman Architect, are a total reflection of the Peachtree Center Building, where they are located, and which the firm also designed. John Portman, who is the moving force behind the complete Peachtree Center Complex from the standpoint of both development and design, wished for his own offices to be scaled and ordered in accord with the building and the view. Interior architectural details, such as paneling and lighting, are an attempt to free the space from the typical cubic office. Wall joints are grooved and accented; unconnected planes offset each other; highlights and shadows replace the ordinary over-all illumination; wood textures and deep colors expand and accent the neutral background for people, office equipment, and art works. The architect's offices translate the building's architecture through to the interior.

Suppliers: Furniture—Knoll, Jens Risom, Ward Bennett, Founders, custom pieces designed by John Portman, executed by J. P. Womack. Drapery fabric—Design-Tex, Jack L. Larsen. Upholstery fabric—Jack L. Larsen. Wallcovering—Viertex. Lighting—Lightolier, Frederik Lunning. Carpeting—Magee. Glass doors—PPG. Accessories—Rainbow Products, Frederik Lunning, Morrison Imports, Percy Johnson.











Photos: William Barnes—I.D. Associates



waters Elementary School

per, Salzman & Carry, Architect-Interior Designer

new addition to the Tullwaters
nentary School was designed by the
itect, Cooper, Salzman & Carry, in
sroom clusters that are psychologi-
sound and esthetically pleasing.
ped in two clusters of five class-
s each, the arrangement allows
t flexibility in teaching methods
the units function individually for
tional teaching or in concert for
teaching and group activities. Each
room is housed in a hexagonal,
like structure that opens through
ng partitions onto a commons area.
cluster also has a workroom open-
to the commons, where science ex-
nents, art demonstrations, and other
re activities are staged. Since it is
elementary school, materials, tex-
, and color are residential in char-
to introduce the children to a
l environment that is warm and
liar. The structure and roof deck
exposed laminated wood, and the
s are carpeted. The use of carpet
rially reduces the noise level of the
ren's movements and provides a
dly school association to the stu-
, encouraging sitting on the floor
tory-telling and play activities.
ppliers: Furniture—American Desk
Griggs Equipment Co. Carpeting—
e. Folding partitions—New Castle
ucts.









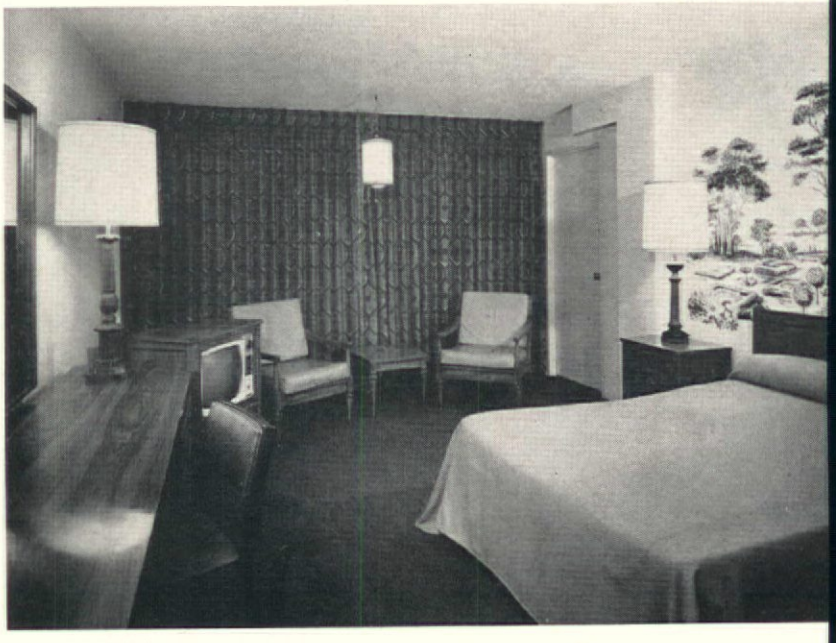
Parliament House

Finger Contract Supply Co., Interior Designer

Photos: Bob Mitch

The Parliament House, opened in late 1964, is already anticipating major expansions in the near future. Within walking distance of the downtown business district, the hotel has become a popular convention spot with its many facilities for the conventioneer. In addition to the two large banquet halls on the mezzanine with table seating for approximately 500, smaller meeting rooms are provided on the seventh floor. The eight-story building was designed by Austin, Tex., architectural firm Lundren & Maurer and its interiors were the work of design team, Joseph Kost, Charles Barton, and Carol Willhite of Finger Contract Supply Co. The designers planned the dining and leisure rooms with variety; guests have a choice of cuisine and decor at the Baron of Beef Room serving multi-course meals and cocktails, with dancing in the adjoining Baron's Cork lounge. On the sidewalk level is an informal coffee shop, and for a complete change of pace the Gaucho Bar overlooks the swimming pool area and offers a Spanish decor. Plans for the expansion include an additional 150 sleeping rooms and suites, 10 to 15 more meeting rooms with all the latest visual aids, an enclosed heated pool under a bubble roof, and another pool-patio area on the roof.

Suppliers: Furniture — Shelby Williams, Period Inc. Drapery fabrics—Lee Harris. Carpeting—Hugh Nelson, Bigelow. Wallcovering—Dwoskin. Lighting — Lightolier, Spanish Trading Center, Bevalo. Accessories — Palladis, Regent, Jo Mead. Bar and back bar—United Fixture Co. Paneling and woodwork—Designer's Showcase.



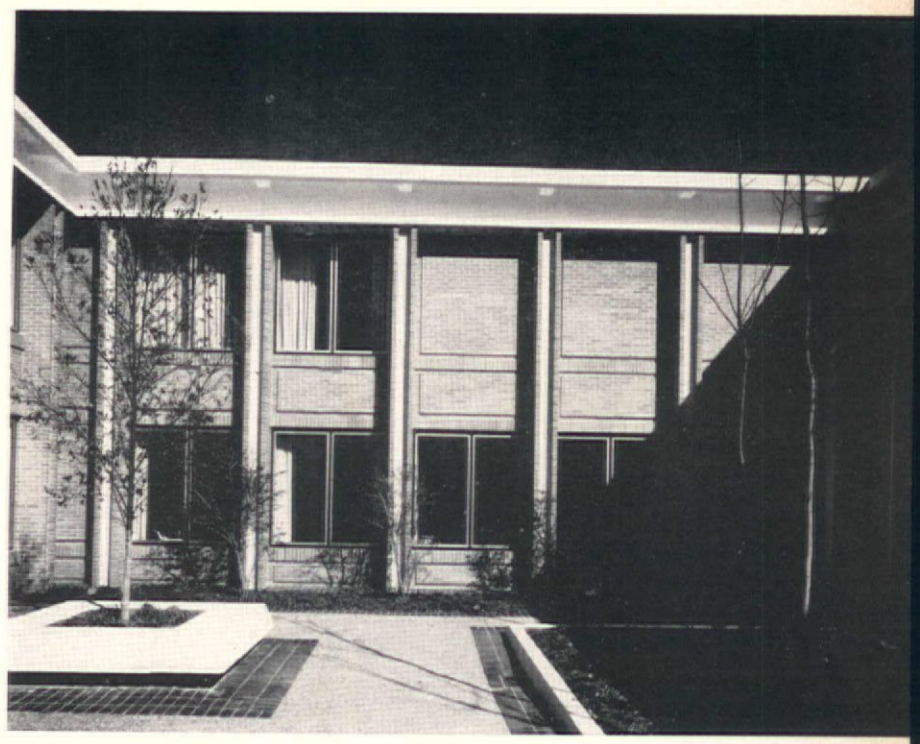


kwood Hospital

ph H. Blake, AID, Interior Designer
per, Salzman & Carry, Architect

40-bed Parkwood Hospital departs
n the institutional impact of a mental
ity both in its architecture and its
rior spaces. The first phase of an
nate 100-bed hospital, the architec-
l design centers upon an inner court-
that opens to patient's rooms and
r units by large window areas of
terproof tempered glass, obviating
traditional security screens. The se-
y of the garden reinforces the type
herapy given within the hospital—an
ude that was also an influence in
fying interior furnishings. Before
architectural plans were complete,
hospital management engaged
ph H. Blake, AID, director of de-
for American Hospital Supply, to
up preliminary plans for the in-
r treatments. In this way, any nec-
y changes were incorporated in the
ling contract at the outset. After
r adjustments in the final presen-
n, a scheme of carpeting in warm
s of golds, brown, and russet, tex-
l vinyl wallcoverings, and softly
mporary furniture, was chosen to
plete the over-all atmosphere of a
quil guest house.

ppliers: Furniture—General Fire-
ing, Dunbar, Shelby Williams,
son, B. L. Marble, Knoll, Thonet,
ocke Chair, Directional, Herman
r, Jens Risom, Robert John, Royal-
l, Southern Cross Industries, Sim-
, Cartier Mills, Modernize, Hey-
-Wakefield, Marden, Intrex, Found-
Furniture, Johnson Plastic Tops,
ardson/Nemschoff. Lamps—Stiffel,
hall Studios, Frederick Cooper Stu-
Dazor, Nessen Studio, Lightolier.
eting—Mohawk. Draperies—Carne-
Fabrics, Elenhank Designers. Wall-
ings—Standard Coated Products,
. Carpenter. Floors—Kentile.





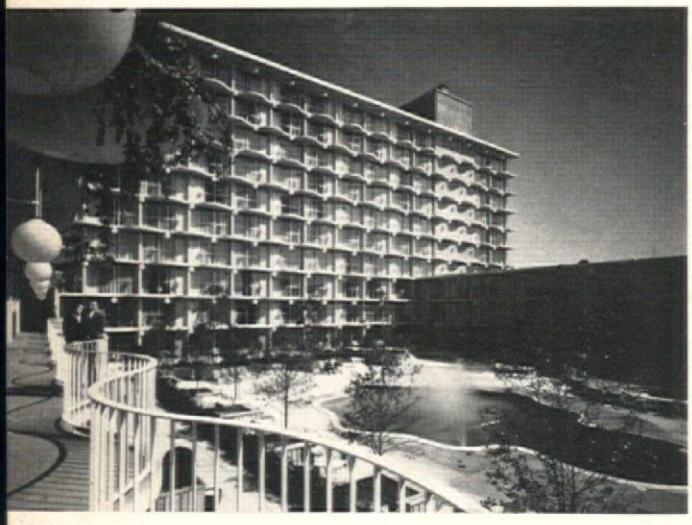






s: William A. Barnes–I. D. Associates







Marriott Motor Inn

Henry End Associates, Interior Designer

Atlanta's Marriott Motor Inn, located on a five-acre tract within walking distance of the downtown area, is more than just another new motel. Statistically, it is the world's largest as measured in covered square footage, holding 500 guestrooms, 67 suites of which two are spacious bi-levels (shown in large photo above and at left). The exterior of the structure is dominated by undulating balconies where globed light fixtures produce a kinetic design effect. Other noteworthy features are the large amounts of space given over to banquet-meeting rooms. The grand ballroom is a 10,000 square foot facility with a clear interior span under 19-foot ceilings. The room accommodates 1,500 for meals and 2,000 for meetings. This is one of a grand total of 19 banquet and meeting salons. The Marriott interiors were the work of Henry End Associates of Miami (with Marr own design staff), who approa the design with a concept of sub elegance. In the words of the desi the goal was "to avoid fashio idioms and period trends." Instead decor is basically contemporary th combined with allegorical refere Contributing to the popularity of motel by natives of the area ar specialty restaurants and lounges. Sirloin & Saddle restaurant is a room, the Windjammer Lounge fea an authentic nautical motif, the Clu is also authentically rendered, but "turn of the century" railroad car. Fairfield Inn is a family dining and coffee shop seating 175 (see where large fan-shaped window stained glass in fruit and floral pat ing are strong design elements. Ta







Photos: Bill Maris



ntage of the southern climate, the er of the motel formed by the ex- ing arms of the split-level architec- is a half-acre landscaped setting nd a shell-shaped pool. The result resort atmosphere in the center of nta. Frederic B. Stresau of Ft. lerdale was the landscape architect. large amounts of artwork specially missioned for the suites and public s is worthy of a special footnote. ley Tattersfield Associates produced en for the Hermitage banquet salon e, and fourteen for another, the Tara e. For the latter, the paintings were uted as old family portraits with a ne with the Wind" antebellum flavor. gandi Associates of Sarasota was missioned to create the art for three y areas, the grand ballroom and the oom entrance foyer. The artists worked in several media including painted bas relief sculpture, laminated batik, and gesso panels. Subject matter derives from significant historical events of Georgia.

Suppliers: Furniture—Heritage, Chesapeake - Siegal - Land, Erwin - Lambeth, Allen Keith, Paoli Chair, Johnson Chair, Tri-Par, Hickory, Drexel, Shelby Williams, Chairmasters, Harvard Mfg., Beautycraft. Wallcoverings — Union Wallpaper, National Coated. Drapery fabric—David & Dash, Cohn-Hall-Marx, Design-Tex, Maharam. Carpeting—Bigelow Sanford. Lighting—Lightolier, Chapman, Dorner, Phyllis Morris, Lucia Arkins. Accessories—Karl Mann, Phyllis Morris, RCA, Carolina Mirror, Romanesque, Salagandi. Millwork — Amertex. Mural and antiqued wood panels—Shirley Tattersfield.





Foote & Davies Division, McCall Corp.

Alan L. Ferry Designers, Interior Designer
Toombs, Amisano & Wells, Architect-Engineer

For Foote & Davies, a large publishing firm located in an industrial park area of Atlanta, architect Toombs, Amisano & Wells designed a building with a strong lineal character and airy spaciousness. To carry out the interiors, Alan L. Ferry Designers, with job captain Hugh Latta, emphasized the openness accorded by the architecture. A large mural extends the full width of the lobby, depicting the history of printing from primitive times to the present. Furnishings, and a kiosk for the display of publications, are arranged as islands in the ordered space. A Bakuba print rug set on the travertine marble flooring outlines the main reception grouping, and its geometric pattern is harmonious with the mural. A collage of printing plates is the final decorative touch.

Suppliers: Furniture — Edward Axel Roffman. Upholstery fabric—Jack Lenor Larsen. Wallcoverings — Goodman. Carpeting—Rugcrofters. Lamps—Frederick Cooper. Mural — Dimensional Plastics Corp.



Photos: Clyde May

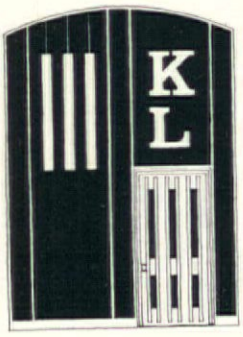
t Co. of Georgia

ol Office Supply, Interior Designer
nore, Owings & Merrill, Architect
u & Robeson, Associate Architect

mber of design talents converged anning the Hartford Branch of Trust Co. of Georgia. Architects nore, Owings & Merrill and Abreu beson collaborated on the $6 mil- nulti-tenant Hartford building that s the bank on its main floor. Henri then a staff member of Abreu & on, accomplished all interior space ing while William Glover of Capi- fice Supply coordinated furnishings olor schemes. Since the space was nusual L shape with 17-foot-high gs and interspersed with three columns, walls and columns were d in an off-white, except for an wall of bright blue burlap, and er of walnut paneling. Furniture s the blue scheme in upholstery. pliers: Furniture—J. G. Furniture, Taylor Chair, Office Suites Inc., er, Murphy & Orr. Upholstery —Isabel Scott. Wallcovering—Sea- Accessories — Architectural Pot- McDonald Products, Howard Miller. try—custom designed, executed by ofters.











Photos: Clyde May

Kicks & Lids Men's Shop

Jova/Daniels/Busby
Architect-Interior Designer

Though Atlanta is basically a de ment store city, a local hat man turer decided to experiment with a cialty shop dealing in distinctive r hats, shoes, and accessories. Locati small space in a well-trafficked the client engaged architect-des Jova/Daniels/Busby to develop a identity for the shop, from arch tural design through invoice gra Working with three qualifying fa on the project—an extremely li budget, all remodeling to be pleted within thirty days, and a ance of the typical tweed and le look — Jova/Daniels/Busby opene store front full height, emphasizin 17 foot ceiling, so that the entire becomes a display window. The in was given a definite masculine acter with a black and white scheme, painting the ceiling terra as a warm foil. Custom-designed cylinders in the entryway act as terpoint to the basic linear design dictated the corporate logo used o terheads, sales bills, and pron pieces.

Suppliers: Lighting — custon signed, executed by Trimble Corp. Flooring — Carpet, Loma Tile, Hoganaes Tile Co. Wallcover Jack Denst. Furniture — Boling Co. Display cases — custom des executed by Colonial Forge. P Martin-Senour.

Kicks & Lid

CONT

arian Universalist Congregation

bs, Amisano & Wells, Architect-Interior Designer

architectural concept for the brick concrete edifice that holds clerical es, classrooms, and sanctuary of Unitarian Universalist Congrega- is a circle within a square. A ngular outer shell encloses the uary that is framed by rows of in an amphitheatre alignment. The ng was designed by the architects built as part of the building con- tion contract. The upholstery, in illiant red-orange to offset the chromatic color scheme, was se- l by designers Thomas W. Ven- , AIA, and Joseph A. Meisel of bs, Amisano & Wells, and installed art of the interior contract. Nat- light, enhancing the seating and neutral colors, floods the sanctuary clear glass skylights set in beams converge on the center from the orners. The perimeter of the build- s used as teaching spaces, and cor- s formed by the outer walls of the uary become a display for paintings sculpture. The interior also func- as a theatre-in-the-round for social ngs and performances.

pliers: Office furniture—Knoll, ncraft. Upholstery fabric—Maha- Lighting—Prescolite. Carpeting— e.

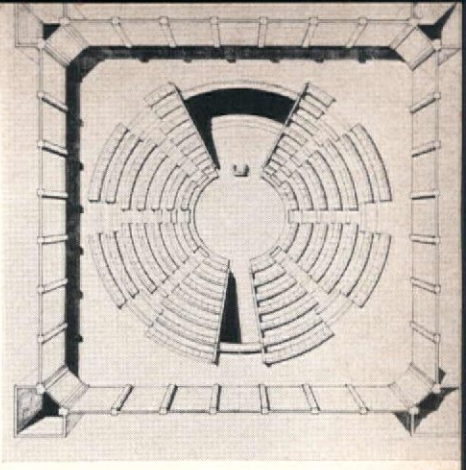












Photo: Frank C

House of Art Salon

William H. Whatley & Associates, Architect-Interior Designer

Small but prestigious salon in the heart of one of Atlanta's most affluent areas relies on spatial excitement and furnishings for its sophisticated appeal. The House of Art salon by designer David Chapman, AIA, of William H. Whatley & Associates, was conceived for low volume, high quality service, and is purposely small to create a quiet enclave for its select clientele. Curvilinear beams of natural spruce soar to the ceiling, bending and overlapping in a definition of space. Wallpaper on the dropped bulkhead and at the styling area is a water-splashed foil of blue-green on gold, repeating the blues and greens of furniture and carpet. Dryer hoods, on specially designed bases, and suspended lamps provide a stark white accent against the warm paneling. For the styling area, the designers custom signed a luminous ceiling defined simple grid system that brighten dims to the desired intensity.

Suppliers: Furniture—Knoll, Gib Co. Wallcovering—Dwoskin, Armst Cork. Carpeting—Trend Mills. Lig —Lithonia, Atlanta Lighting Fix Co. Architectural woodwork—Ra Bros.

ives & Records Building, ate of Georgia

Allen Co., Interior Designer
homas Bradbury & Associates, chitect

State of Georgia commissioned ect A. Thomas Bradbury to design ew 14-story Archives & Records ng that holds all permanent state ds of historical and legal value. $6 million building, located on ol Square near the State Capitol ent to other governmental build- houses the reading room, microfilm general reception area, public ex- spaces, auditorium, employees e and vault work areas. Interior de- r Virginia Bowen, AID, of Ivan Co. worked closely with the archi- rom the conception of the building at the interiors coincide in feeling the exterior and function properly hat the building is in use. Interiors nobtrusively contemporary with bundance of walnut paneling in areas. Colors are predominantly tones with bright accents, green s against turquoise, gold, olive, or ions of burnt orange, bronze gold, n, and natural.

pliers: Furniture—B. L. Marble noll, Directional. Carpeting—Cabin s, Bigelow. Drapery fabric—Stro- & Romann, Kent Bragaline. Lamps liated Craftsmen.







Photos: Dwight Howard

o Station WQXI

Allen Co., Interior Designer

reception area of Radio Station I was required to present a con- rary image to the public and in stride the visiting fans of its ar disc jockeys. Designer Larry ico of Ivan Allen Co., whose task s to design a space that could modate the lively teen-agers, plan- patio area off the reception room patio stones, shrubs, hanging ash- —practically devoid of furniture. executive areas, conference room, ther inner spaces, reflect a forward- ng communications management. s are contemporary with much use el, glass, and vinyl in the furnish- crisply modern accessories and onal pieces.

pliers: Furniture—Herman Miller, B. L. Marble Co. Lamps—Habitat, & Lowy. Accessories—Omni.

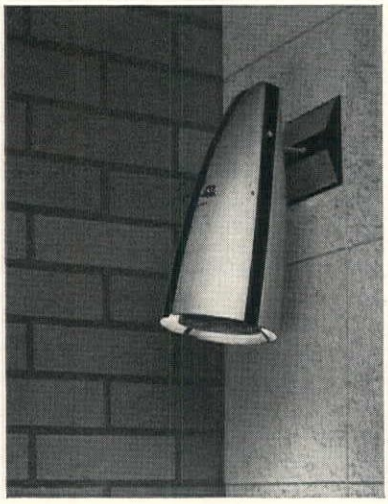


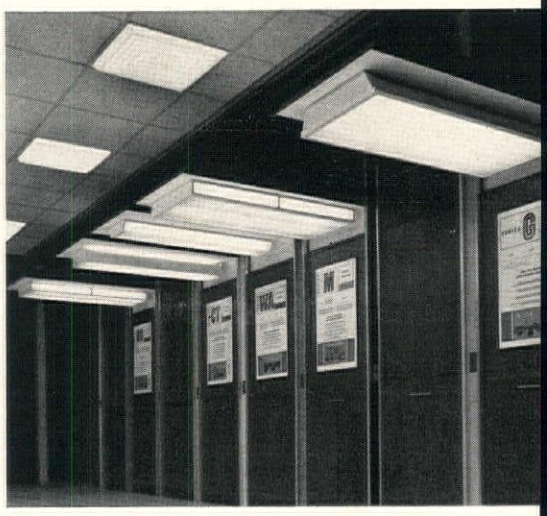


Photos: Dwight Howard









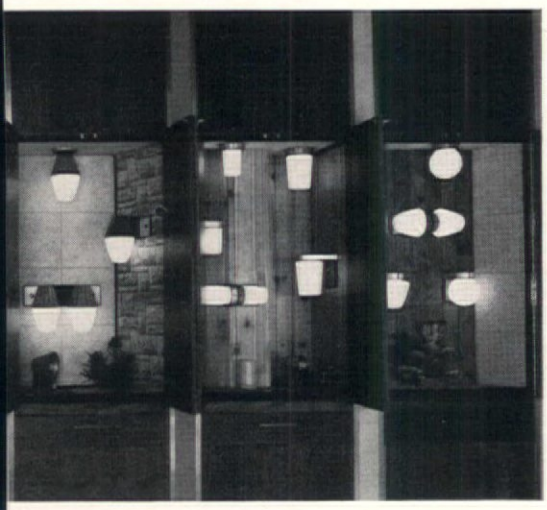


Lithonia Lighting, Inc.

Tim Carter, Custom Creations Inc.
Interior Designer

An imaginative showroom of ligh
fixtures for Lithonia Lighting Inc.
lies its function—by concealing
items it sets out to exhibit. Yet, this
orthodox selling approach is, in rea
most dedicated. Since the room serv
dual purpose of sales meeting and
sentation space, the distracting arra
lighting fixtures was avoided; inst
walls, ceiling, and furnishings were
to use in a remarkably well-coordin
display plan. Designer Tim Carter
proached the design of the showr
so that the complete sales effort is
centrated on one selected unit at a
A fascia wall surrounds the room a
systematically pierced by doors ope
to inner cabinets. Touch latches oper
cabinet doors exposing the incandes
fixtures, each in a different and ap
priate setting. The units are mou
at comfortable viewing height and
minate individually. Drawers below
cabinet hold relevant literature and
ples, while a still lower cabinet pro
storage. The room's ceiling is itse
display of the firm's line of fluores
fixtures and modules for grid syst







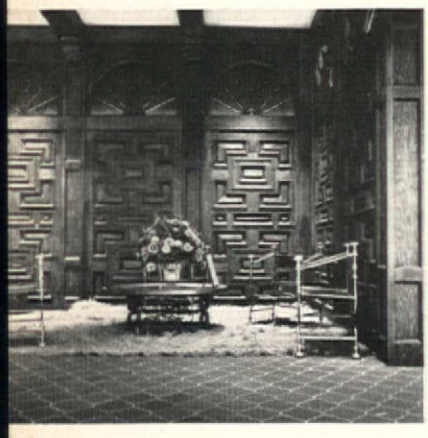
rable on three separate dimmer and tch cycles. The perimeter of the ceil-, painted black, accents the floating ect of the center and demonstrates recessed incandescent fixtures, spots, down lights that are positioned to er speakers when the room is used sales meetings. In addition, the ceil- conceals a motor-operated projection een. Another wall accommodates ad- onal fluorescent fixtures. Here, they mounted behind the fascia wall on cealed tracks. A push button acti- es a pneumatic cylinder that moves panel out into the room. When its vel is completed, the unit automati- y turns on, while a rotating illustra- board explains technical data relat- to the fixture. The James Bond at- sphere doesn't stop in the ingenious olay area. In an adjoining room, nts and executives are treated to a urious lounge, complete with a cock- bar, 20-seat dining room, and a per- ive masculine air of oak paneling and nishings. Architect was Enloe, West Granade.

howroom suppliers: Furniture—Her- n Miller. Flooring—Robbins. Accent eling—Formica. Lounge suppliers: neling—U. S. Plywood. All-wool car- —Magee. Furniture—Dux, Scandiline, n Stuart. Fabric—Isabel Scott. Ac- sories—Affiliated Craftsmen.



Photos: Ivan Kaiser—Clyde May Associates











Piccadilly Cafeteria

Institution Equipment & Interiors Interior Designer
John H. Summers, Architect

A sumptuous eatery in Atlanta's Gr briar Shopping center was planned cafeteria with a feeling of gran rarely associated with a quick-se operation. The theme of the deco partly a reminiscence of designer Whittington's trip to Mexico and i porates many south-of-the-border fects such as Spanish carved oak d brass finials and nailhead accents chairs, Valencia quarry tile floor, lighting fixtures of wrought iron amber glass. A tile fountain in the dining hall is a smaller version Spanish tile fountain in the court of the Maria Cristina Hotel in M City. In spite of the elaborate deco cafeteria is an efficient fast-se operation. The food counters screened by translucent dividers bloc the view of the steam tables from dining public. Predominant color are Spanish crimson with a gold Sp Medallion carpet; the same colors repeated in the drapery. All space ning was accomplished by the arch John H. Summers of Atlanta.

Suppliers: Furniture — Shelby liams, House of Spain, Johnson Pla Victory Upholstered Seating, O Kent, Silvestry. Drapery fabrics—S macher, Consco Products (trim). peting—Mohawk, Floor & Wall ions. Wallpaper—S. J. Campbell. L ing — Wilmer Snow. Tile — Ludo Celadon. Accessories—Silvestry, de Mexico, Ardlt. Tapestry—Oken rics. Fountain—Hoops Inc. Plantin Griffins in the Village.











Photos: Alexandre Georges

rst National Bank of Shelbyville

y Lang Inc., Interior Designer
n H. McLean, AIA, Architect

new home of the First National nk of Shelbyville is one of the first temporary buildings on a typical rthouse square in Shelbyville, Tennessee. Designed by architect Sam H. Lean, the facade is a clean sweep of te brick, porcelain enamel panels, Disco windows defined by white crete pilasters running the height of building. Besides the banking quarters on the first and basement levels, portions of the second floor and the third floor are rental areas for other tenants. The interiors planned by Curtis Gibson of Ray Lang, Inc., Atlanta, are modulated to the scale of the architecture. Accounting offices, safety deposit vaults and employees lounge are located in the basement level. Bank headquarters, consumer loan department, conference room, closing room, and president's office are on the main level. Each area features strong, modern lines, sans sterility, resulting in a warm and friendly modern facility that will certainly set the pace for other new architecture to be built in this traditionally minded area of Tennessee.

Suppliers: Furniture—Jens Risom, Edward Axel Roffman, Domore, Knoll. Drapery fabric—Anton Maix, Maharam. Carpeting—Oxford. Planters—Architectural Pottery.

NORTH DEKALB SHOPPING CENTER

Stevens & Wilkinson, Architect-Engineer

The North DeKalb Shopping Center planned by architect-engineer Stevens & Wilkinson serves dynamic DeKalb county and affluent suburbs of North Atlanta. The shopping complex incorporates 420,000 square feet of space for medical, banking, automotive, office, as well as shopping needs. A branch of Rich's is the largest occupant in a new and modern facility of 120,000 square feet designed by S&W. The remainder of the space houses 51 independent stores and tenants. Six free standing buildings are linked together by a central mall running through the complex. Heated and air conditioned, the mall maintains a constant temperature of spring allowing free access to "stores without doors." Landscaping, a fountain, and benches in the central mall receive generous light from overhead skylights in ceiling wells. Serving the community in a true sense, the complex includes a civic center for meetings, with a seating capacity for 250. The modern spirit of the architecture was, in most cases, carried through to the interiors of the shops. Where a more traditional atmosphere was desired, it was generally interpreted in a casual manner. The specialized treatment of three of the installations are shown on these two pages.



Photo: Alexandre Ge

Thompson, Boland & Lee Inc.

Interiors for Business, Inc., Interior Designer

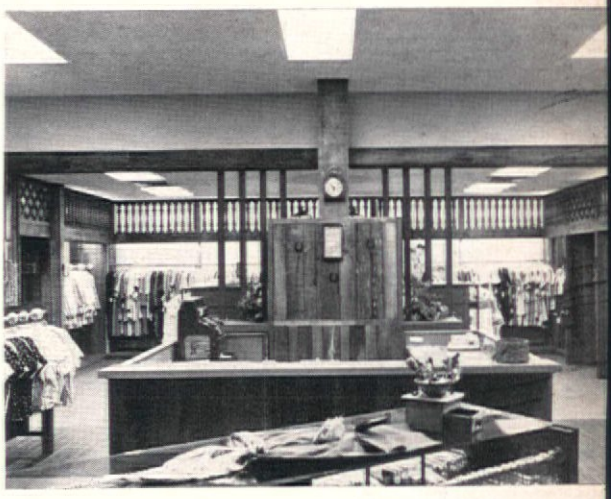
Photo: Tracy O

Defining a long narrow space into the departments of a family shoe salon was the first concern of the interior planners. The solution was found in the use of four differing carpet colors to outline each area, variations on the basic chair design, and coordinating wallcoverings such as blue moire in the ladies' section and walnut paneling in the men's.

Suppliers: Furniture — Shelby-Williams. Wallcoverings — Van Luit, Seabrook, Interchemical, Mosaic Tile Co. Upholstery—S. M. Hexter. Carpeting—C. H. Masland, Stephen-Leedom. Flooring — Marble Products Co., Amtico. Lighting—Prescolite. Smoking stands—McDonald Products.







ual Corner

n L. Ferry Designers, Interior Designer

ual Corner, a ladies specialty shop ted in the North DeKalb shopping er, is "country casual" in decor that ects the feeling of the fashionable nen's sportswear featured in the p. The difficulty of presenting an erly and unified appearance in face the great diversity of the clothing racks was met by Alan L. Ferry Designers and job captain Robert F. Smith in the use of simple lines and rustic materials. A gallery of Victorian spindles and grillwork establishes an orderliness aided by exposed beams and columns in strong architectural lines. Weathered wood (salvaged from actual old barns and stables) was used as counter facings as well as for other decorative elements. The rustic facade was also a part of the design project.

Suppliers: Furniture—Stone Mountain Furniture. Carpet—Painter Mills. Chandelier—Champion. Architectural woodwork—Thompson Construction.

rey Theatre

hitectural Space Design, Inc., Interior Designer
ch, Alexander, Barnes, Rothschild & Paschal, Architect

matic effects of color and lighting ven the special design of the two- y balcony and concession area of Storey Theatre located in the North Kalb Shopping Center. Dark stain paneling reaches to the two-story ing, and a custom designed grid lighting system gives dramatic effect in the lower ceiling area. The color scheme is basically red-blue with accents of magenta and purple. White vinyl covers the unpaneled walls, and white marble concession stands have red plush fronts. Red upholstered pedestal furniture adds excitement to the lobby.

Suppliers: Furniture—Herman Miller, Knoll, Directional, Design Craft. Fabrics —Knoll, Herman Miller, Design-Tex. Carpeting — Custom Floor Covering Mills. Wallcovering—Dwoskin. Accessories—Architectural Pottery.





Photos: Alexandre Georges









Georgia Baptist Hospital Nurses Dormitory

Rich's Commercial Contract Division, Interior Designer
Stevens & Wilkinson, Architect

The long-standing affiliation between architectural-engineering firm Stevens & Wilkinson and Georgia Baptist Hospital began in 1919 and continues with the new student nurses dormitory building. The dormitory is the latest of many major projects in the over-all growth of Georgia Baptist planned by S&W. Though the architects were responsible for space planning, the design of the auditorium, and the custom designed built-in units in the students' rooms, the contract division of Rich's under Jay Keubler-Albert coordinated interior furnishings and design for the reception lounge, office, main lounge, date parlors, dining and recreation rooms, and color coordination of furnishings in the dormitory quarters. Primary colors are predominant in the main lounge in accent walls of Italian glass tile in red, yellow, and blue against cool white side walls. Furniture, here, is fawn leather and black with the primary colors picked up in other upholstered pieces. The date parlors are tastefully planned with oiled walnut dividers and natural plantings. Paintings throughout the areas were done by local artists. The student dining hall looks out upon a courtyard and is flooded with natural light. Stack chairs give colorful accents in orange, gray, and yellow. Walls of the individual student rooms are vinyl covered; coverlets, draperies and bolsters coordinate, and were custom-made by Rich's.

Suppliers: Furniture—Woodard, Edward Axel Roffman, Jens Risom, Heritage, Chicago Hardware Foundry, Herman Miller, Stearns & Foster. Fabrics—Anton Maix, Bloom. Carpeting—Callaway, Bigelow. Planters—Architectural Pottery, AMV.



Photos: Clyde M









Photos: Alexandre Georges

k Associates Inc., Offices

k Associates Inc., Architect-Interior Designer

ginative conversion of an undistin- hed two-story, fifty-year-old build- yielded the low-keyed yet sophisti- d Atlanta offices of Aeck Associates. sting structures on an adjoining tri- ılar plot had been razed leaving a ll parking lot and rough brickwork where the two buildings had joined. Finding the roughness attractive, Aeck moved the front door around to the roughbricked side where a weedpatch had flourished, making an unusual entry, and incidentally shortening the climb to the second floor. Some structural beams remained exposed in the interior renovations, and saw-toothed skylights used by the former occupant, a printer, were retained. But other than this, the interior received total remodeling.

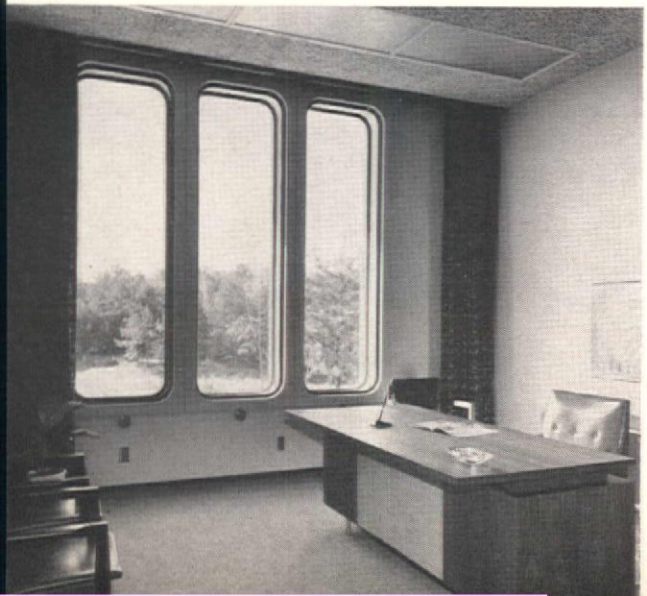
Suppliers: Furniture—Herman Miller, Fritz Hansen, Dux, Georgia Marble Co.

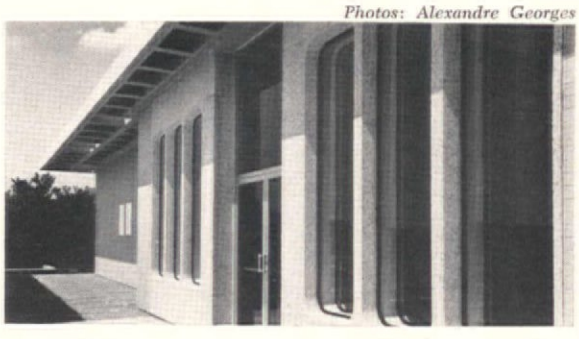
kheed Research Center

k Associates Inc., Architect-Interior Designer

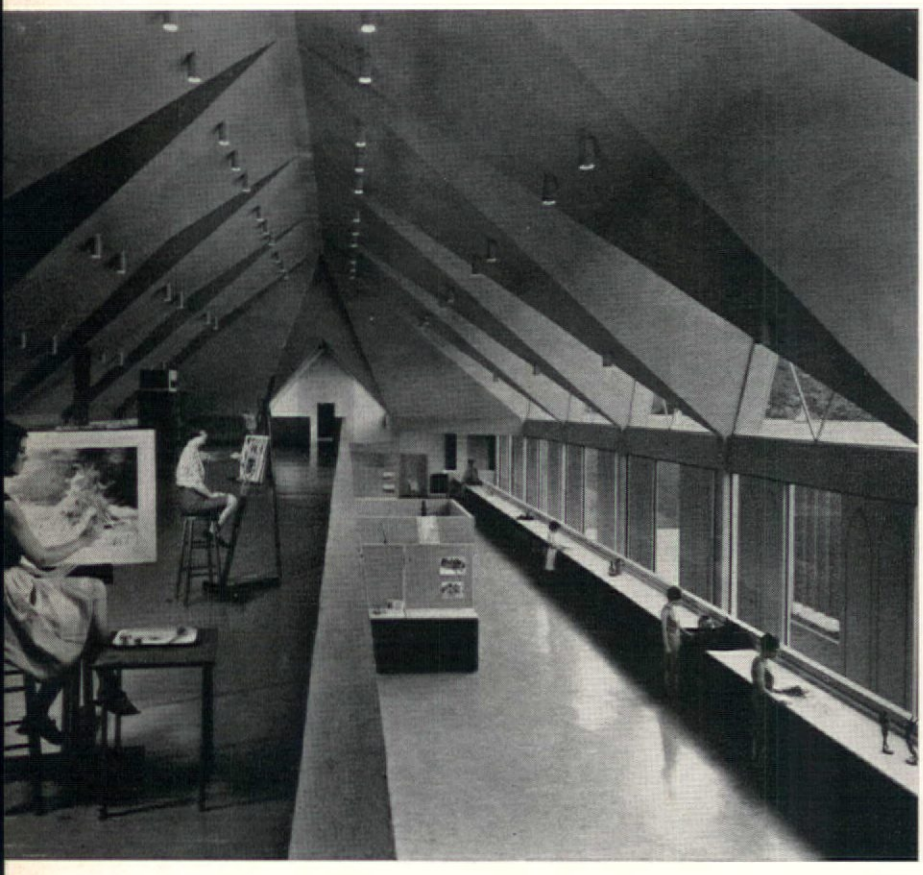
Lockheed Research Center, Marietta, is a new, centralized, multi-purpose plex designed to create an atmos- re that is functionally and esthetic- conducive to reseach. The modern dproof center, a project of Aeck ciates, is the first Southeastern facility of its kind to encompass a broad spectrum of a firm's scientific activities. Situated on its own 46-acre landscaped tract, the center consists of a grouping of laboratories and offices in a park-like setting. Reinforced concrete structural frames with exterior walls of concrete or brick masonry are specially designed for sound attenuation. Long narrow windows with rounded corners are faced with exposed aggregate concrete frames on the exterior and form an appealing design element for interiors. All furniture was supplied by Jens Risom.

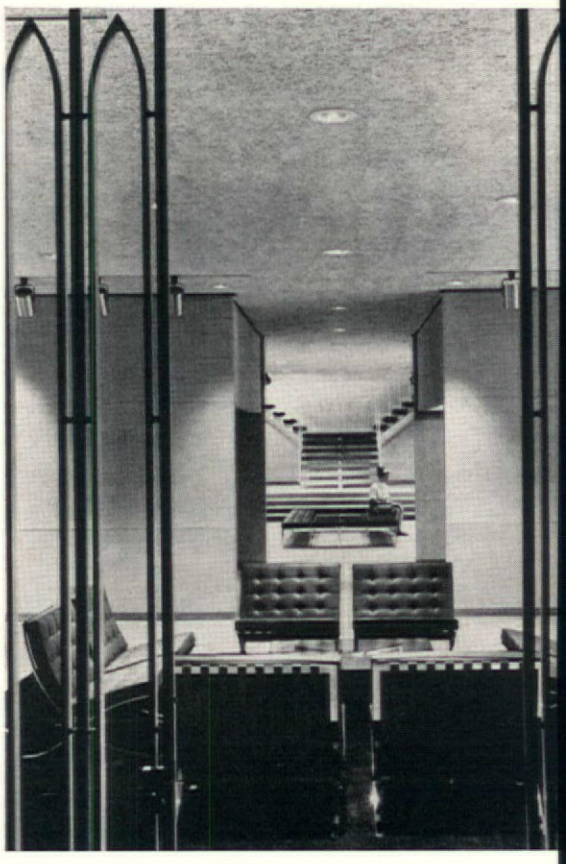
Photos: Alexandre Georges











Charles A. Dana Fine Arts Building

Edwards & Portman, Architect-Interior Designer

In the words of the architect, the Charles A. Dana Fine Arts Building was conceived as "a cathedral to art." A gift to Agnes Scott College by philanthropist Charles A. Dana, the building houses the teaching programs of the departments of art, speech, and drama, as well as the spaces for public functions connected with these departments. In the building, the teaching activities of the various subjects are separated but the public areas flow together. It was necessary that the edifice be compatible with the Gothic-styled campus that surrounds it and yet evoke a thoroughly modern manner in keeping with the times. The Gothic concept of grand, luxurious use of space was adapted by Architect John Portman of Edwards & Portman in true buttresses, a gabled roof opened to the north for natural light, floating platforms that hold studios, and open, airy public spaces. A façade of arched, corbeled, pierced brick relates in a contemporary way to the style and texture of the older buildings. Conceived by the architects on four levels, the building has free standing platforms that compose the second and third floors adjacent to a theater area. Art studios, classrooms, conference rooms, and wardrobe area are located on the second floor; galleries, lounges, theater entrance, faculty offices, and exhibit spaces are on the first and main floor. A splendid circular staircase, carpeted in brilliant red, reaches from the first to the third levels, augmenting another open stairway from the main gallery of the theater area. Equally distinctive, the theater desig by James Hull Miller combines ideas in theater design with the s of an Elizabethan stage. An intir octagonal chamber, seating 212 on main floor and 100 in the balcony, seats are regal red and arranged continental style. An open stage ext ing into the chamber and flanked two-level towers adjoins a equipped stagecraft workshop, dres rooms, and a clubroom for the dr group. Exterior court yards pro work areas of the sculpture and amics studios on the lower level landscaped areas for sculpture displ

Suppliers: Furniture — Designc Domore, Knoll, Jens Risom. Drape Design-Tex. Carpeting — Kent, Ma Wallcovering—Vicrtex.













Dunham





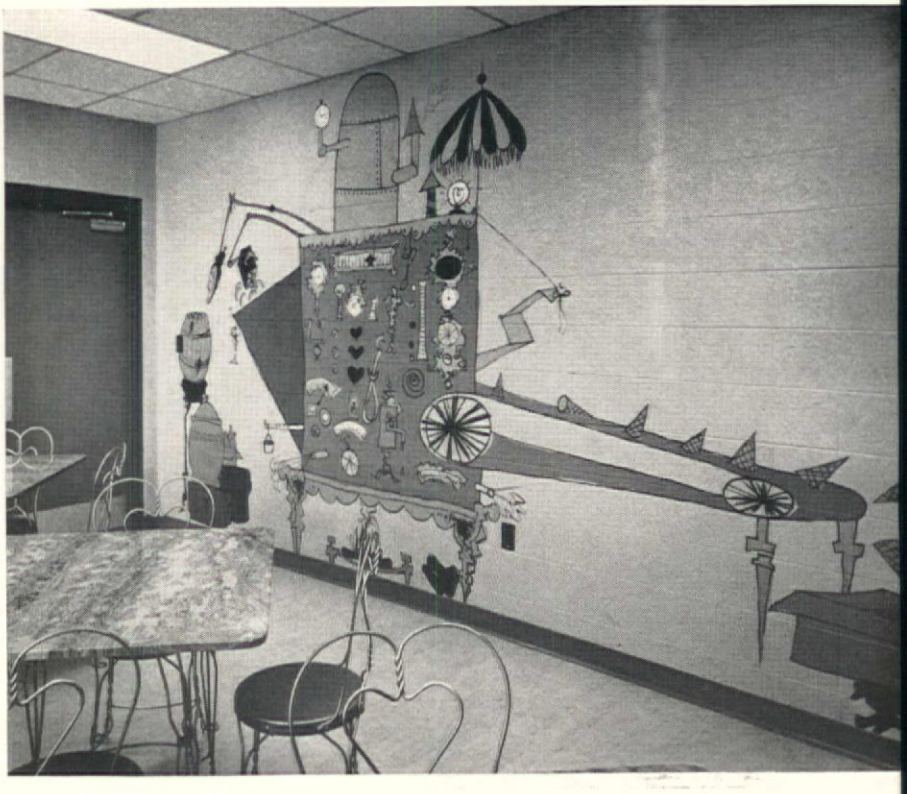
Maryland Baking Co.

Interiors for Business, Interior Designer
Ernie Mastin & Associates, Architect

Photos: I.D. Associ

Adjoining the large bakery and warehouse of the Maryland Baking Co., Atlanta, which specializes in the production of ice cream cones, bright new offices and lunch and lounge areas were created by Interiors for Business. To give the new space a distinctive and cheerful air, glass panels depicting various trademarks of the company's products were custom designed for the lobby-entry. Inside, a large general office area has filigreed window panels and bright colors. Lunchroom for office employees captures the feeling of an ice cream parlor on a warm spring day, with an airy mural and ice cream parlor chairs. Adding a touch of fantasy for plant workers, a second lunchroom has a playful mural depicting a Rube Goldberg-type ice cream machine.

Suppliers: Furniture—Imperial Desk, Monarch, Thayer-Coggin, Shelby Williams, Metalstand, Founders, Carolina Seating, Burke. Carpet—Magee. Wallcovering—Moderncote. Draperies—Kravet. Table tops—Fixtures Mfg. Accessories—Smith & Straight, Peter Pepper, Gift Craft Leather, Merrel Taylor, NFF Inc. Mural, glass panels—Robert Griggs.









ne Federal Savings & Loan Association

nitectural Space Design, Inc., Interior Designer
P. Thompson, Architect

space for the Home Federal Sav- & Loan Association was given a emporary look with emphasis on the tige image of the old and well es- shed company. Architectural Space gn Inc. designed the general banking n, executive offices, conference room, upstairs loge under the supervision ob captains Charles Mount and H. nony Smith. A unifying color scheme range/gold/yellow against a muted ground of antique green-gold on s, teller counters, and mezzanine head ties together the two levels he facility. The board room is a ble exception to the color rule. The y grained rosewood of the paneling conference table is dramatically off- by bold, electric blue of the chair lstery.

ppliers: Furniture—Knoll, Lehigh, ago Hardware Foundry, Directional, nan Miller, Intrex. Draperies — n Maix, Design-Tex. Upholstery cs—Knoll, Anton Maix, Maharam, a-Vaev. Carpeting—Masland, Phil- hia Carpet. Lighting — Prescolite. ssories — AMV, Smith Metal Arts, itectural Pottery.



Photos: Alexandre Georges

DESIGNER PROFILES

Edwards & Portman

Tucker Wayne Inc.
Dana Fine Arts Center
Edwards & Portman Offices

John Portman might be called the master builder of downtown Atlanta. His design vision for Atlanta's main street, Peachtree, is changing the face of the city's core in a one-man urban redevelopment plan. Portman's brainchild, the Peachtree Center urban complex, has been described as a city within a city. It will incorporate office towers, shops, parking garages,







bus terminal, malls and public squares —a complex that is being developed independently of any city legislation, funds, or municipal planning boards. Two major buildings in the complex are the Atlanta Merchandise Mart, developed by Portman and in which he still maintains a major interest, and Peachtree Center Building, a high-rise office structure. Peachtree Complex is still only one of Portman's forward-looking ideas. Portman combines strong esthetics with an astute business sense; he is not only an architect but brings together the diverse financial arrangements necessary to accomplish his urban aims, through separate development companies of which he is also a principal.

Portman joined H. Griffith Edwards in an architectural partnership in 1961. Edwards, a master at specifications, is the author of a book on the subject. The firm's interior design department under Aubrey Parrott, works exclusively on E&P projects so that the interior can honestly reflect and enhance the architecture. In some cases, Portman develops the interior design concepts, as he did for his own offices, Dana Fine Arts Center, and the Regency Hotel. In other cases, Parrott who has been with the firm for the past 14 months, accomplishes the interior design for E&P tenants, such as Bell & Stanton, Tucker Wayne, and the offices of Bowater Paper Co. in Virginia. Along with its engineering and landscaping department, the E&P concept of total design is translated into action.

Finch, Alexander, Barnes, Rothschild, & Paschal

Atlanta Stadium

Many of the more recent landmarks in and around Atlanta are projects in which the architectural-engineering firm Finch, Alexander, Barnes, Rothschild & Paschal have had a hand. The tallest skyscraper in the southeast for First National Bank, the new Atlanta Stadium (with Heery & Heery architects), the Coca-Cola home office complex are numbered among its diversified projects. The firm is now unofficially known as FABRaP (pronounced fab-rap) to its clients and associates after a visitor commented that the tongue-twisting recital of the receptionist sounded like a trunk falling down the stairs. FABRaP came about with the merger of two architectural firms in 1958. The five principals function as an architectural team so that each stage of building is under the direct supervision of the partner most suited to the task. The scope of its operation is apparent when considered that at the time of this interview there were 14 major projects in preliminary design stages, all figuring in the multi-millions. The collaboration of FABRaP and architect Heery & Heery in planning the Atlanta stadium was so successful that the team has been approached to design the new stadium planned for the city of Cincinnati—a project which both firms have enthusiastically accepted.

Architectural Space Design, Inc.

Atlanta Stadium Braves Offices
Stadium Authority Offices
Home Federal Savings & Loan
Storey Theatre

Architectural Space Design, Inc. an outgrowth of the former interi space planning and design depa ment of Finch, Alexander, Barn Rothschild & Paschal. Since 19 ASD has operated as an independe organization, though it is a subsidia of FABRaP, maintaining its o client lists and offering its servi to other architects as well as parent affiliate. As the name i plies, ASD is strongly influenc by architecture in its approach



interiors. All principals are reg tered architects, assisted by a co of staff professionals in the fie of interior and industrial desi William Pulgram, executive v president and general manag heads the office and supervises the firm's projects. The combinat of talents at ASD enables it to beyond the selection and specif tion of furnishings and to han space study and analysis, inte architectural details, as well as s engineering requirements as air c ditioning and acoustical control. the four years since its format ASD has tripled in size and its w is nationally recognized. The works exclusively in contemporary teriors and believes in "total desi the collaboration of space plann



d architecture before a building is ected. The procedure is not yet lly accepted in this area but Pul- am notes that "it is catching on."

eery & Heery

lanta Stadium
tizens & Southern National Bank

rom residential and multi-family using commissions in 1954, archi- ctural-engineering firm Heery & eery has progressed to projects for dustrial corporate, governmental, d educational clients that figure in e millions. It is a specialist in eatly accelerated research projects data for a 300,000 square foot Lock- ed Engineering Office Building was mpleted in three months, and as sociate architects with FABRaP, nstruction of the new Atlanta Sta- um was accomplished in less than a ar. As the name suggests, the firm an outgrowth of two generations Heerys, George Heery branching t to Atlanta from the Athens, Ga. ice founded by C. Wilmer Heery at e end of World War II. The firm w has a staff of 40 architects, engi- ers, and other specialists that work most of the southeastern states.



ough Atlanta is home base, the hens office functions as a manager, pervising assignments in progress that area. It has, in addition, devel- ed a side-line of restorations and ently supervised the restoration the Crawford W. Long Museum.

eriors for Business, Inc.

ompson, Boland & Lee, Inc.
ryland Baking Co.

st careers of potter, restaura- r, and art teacher have proved valuable experience to Mary kas, president and founder of In- iors for Business, Inc. A BFA kground in art education, coupled h a Greek flair for design and or, is a running thread through h of the projects done under her ervision. Persuading the young sident of Kingsberry Homes Corp. 1962 to indulge his penchant for tract expressionist art and hang the large paintings in his office resulted in the firm's first big design commission, that of the Kingsberry headquarters and the offices of its four branches. Last year, Mary Nikas was awarded the "Atlanta Beautiful" prize for commissioning one of the earliest uses of fine arts in business interiors in the area. Today the firm employs three full fledged interior designers offering a comprehensive design service and has a solid background in commercial



projects. It was recently announced that Interiors for Business has become a subsidiary company of Atlanta architectural firm, Heery & Heery, with many more projects in the offing. The firm will continue to be known as Interiors for Business with the same staff, location, and services.

Ray Lang Inc.

First National Bank of Shelbyville

Atlanta appeared to Ray Lang as the geographical hub of the South way back in 1932 and there he settled into business as a supplier of carpets for institutional use. Though Ray Lang is since deceased, the firm still bears his name and now offers a complete "turn-key" furnishings program with 40 employees and a large new facility just off Peachtree Road, not yet two years old. The design department includes three senior and three junior designers who are assigned projects on the basis of availability of time, since each designer is experienced in phases of specifications writing and working with a negotiated contract. The department accepts all types of commercial design projects, large and small, and has recently completed the design and furnishing of the Wesley Woods Retirement Home, the St. Joseph Infirmary, offices of Standard Federal Savings & Loan, law offices, banks and other commercial facilities.

Toombs, Amisano & Wells

Unitarian Universalist Church

Henry J. Toombs has watched Atlanta emerge as a thriving metropolis from his vantage point of practicing architect for the past thirty-six years. Toombs left New York City where he witnessed Black Thursday to settle in Georgia during the years of slow recovery from the depression. The firm's name was changed from Toombs & Co. to its present name in 1955 and today the staff includes 60 persons; nine partners, four associates, a landscape architect and an interior designer, besides the design, drafting and clerical team. Probably the most representative example of the work of Henry Toombs is the Warm Springs Foundation Hospital — a project that is totally his — begun in 1926 and finishing the last building only a few years ago. Joseph Amisano attended Pratt Institute and has since returned frequently as a guest panelist to the architectural school as well as to Cornell, Cooper Union, and Georgia Tech. His name was among 60 other archi-







tects elevated to the status of Fellow by the AIA in May. James Edwin Wells has worked with Henry Toombs for a little less than 30 years. He is a Fellow of the Construction Specifications Institute and a registered architect in seven states. The TA&W project receiving the most attention at the moment is the Atlanta Memorial Cultural Center for the performing arts that the firm is planning in association with Stevens & Wilkinson. Completion date is two years away.

Custom Creations Inc.

Lithonia Lighting Inc.

The complexities of designing a space-age trade exhibit for Lockheed Aircraft to a simple point-of-purchase poster for Coca-Cola are everyday fare at Custom Creations Inc. Though the main effort of the firm is directed toward exhibit and display design, the firm also has planned imaginative showrooms borrowing from its graphic and mechanization techniques in which architecture, engineering, graphics, light, and color are planned together from one concept and developed toward one end. A subsidiary of the firm, Designers for Industry, offers a complete graphics

DESIGNER PROFILES

service that includes product styling, packaging and other corporate design. With branch offices in Deland, Florida, Charlotte, North Carolina, and Atlanta, the firm serves the complete southern area. In addition to Lockheed and Coca-Cola, its clients include AT&T, U.S. Dept. of Health, State of Georgia, Amarlite, Patcraft Mills, and E. T. Barwick.

Cooper, Salzman & Carry

Parkwood Hospital
Tullwaters Elementary School

The firm of Cooper, Salzman & Carry has grown steadily since 1960 when Alan Salzman joined Jerome Cooper (followed a few years later by Walter Carry) in an architectural partnership. Then, the project list was mainly residential but the firm now has seven shopping centers among its architectural credits plus a host of commercial and institutional buildings. One of its pet projects is the total responsibility for the development of a ninety-acre site on Gordon Road in Atlanta. The over-all plan includes both garden and high-rise apartments, a major shopping center, a multi-story office building, professional buildings and single family



residences. Though actual construction has begun on several phases of the Gordon Road community project, it is anticipated that seven to ten years will be required for completion. Cooper and Salzman both studied at Georgia Tech while Carry attended the University of Florida. Together, they are licensed for architectural practice in Georgia, Florida, Alabama, Tennessee, and North Carolina, though 70 percent of the projects are centered in Greater Atlanta. The firm does not maintain an engineering department but feels it is more practical to buy those services. As for interior design, the architects do not plan a department in the foreseeable future.

Rich's Commercial Contract

Georgia Baptist Nurses Home

The relatively new Commercial Contract office and showroom at Rich's opened its doors to the trade in 1961 under manager/designer Jay Kuebler-Albert and a staff of three. At latest count, the contract department has six designers, four salesmen, an artist, and five office members who carry out the volume design orders of its corporate and institutional clients. Luxury hotels such as the Sea Pines Golf Club and Inn in South Carolina, and the recently completed Sheraton-Emory Inn, where the designers plan-



ned guestrooms and hospitality suites, are typical of the scope of its operations—as is the ultra-contemporary West Peachtree Tenth condominium and the many dormitories and fraternity houses for colleges in the southeast. As part of its service, Rich's contract department offers a complete package: design, furnishings, installation, and financing. It has completed six major high-rise apartment buildings in Atlanta within the past three years and has approximately that many again on its planning boards.

Alan L. Ferry Designers

Foote & Davies
Casual Corner Sportswear Shop

Atlanta design firm Alan L. Ferry Designers finds itself in an unusual position since it is one of the relatively few firms in Atlanta to offer all phases of interior space planning independently of an architectural affiliation. Dealing in strictly non-residential assignments, the firm believes strongly in the early teamwork of interior designer and architect, from planning through construction of a building. In fact, its stature in the Atlanta design community is such that Alan Ferry Designers has frequently been called upon by clients to suggest the name of the architect for projects on which it has already been retained as interior desig
With the exception of president A
L. Ferry who formed the firm
the close of World War II, all s
members are under thirty years
age. This young design team





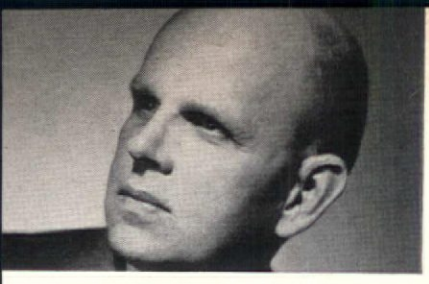
practiced its contract design serv
for such nationally known firms
Delta Airlines, National Cash
ister, McCann-Erickson, General
ceptance Corp., Hilton, and How
Johnson. Vice president Hugh L
(27) is Alan Ferry's right-hand
and has received national recogni
for his expert design talents.

Aeck Associates Inc.

Lockheed-Georgia Research Center
Citizens & Southern Bank, Buckhe
Aeck Associates Inc., offices

After broad international experi
as chief designer for F. T. Ley &
in Columbia and Brazil, chief a
tect for Pan American Airways,
consulting architect in such far-a
places as Cambodia and Uga
Richard L. Aeck, FAIA, founded
architectural firm, Aeck Associ
Inc., within a half mile of his
mater, Georgia Tech. In professi
practice since 1936, Richard Aeck
heads a staff of 26, of which tw
are registered architects, and a
terior designer, Mary Olive W
head. Their work has included
design of high-rise apartment
office buildings, banking facili
hotels, schools, university, resea
and religious structures. Aeck,
ever, still maintains an interes
governmental and educational eff
Representing the American Insti
of Architects, he serves as de
consultant to the Public Hou
Authority, design critic for Co
Georgia Institute of Techno
Syracuse University and was
pointed Preceptor of Rice Univer





illiam Trapnell & Associates

tlanta Stadium Press Lounge
tizens & Southern National Bank, Athens

illiam Trapnell, native of Metter, eorgia, started his own design busiss in 1960 with an educational ckground from the University of eorgia and Parsons School of Dgn in New York and Paris. Exrience gained with the firms W. Browne & Co. and Ray Lang Inc., ompted him to open a showroom der the firm name William Trapll Interiors. The showroom has since en disbanded so that the firm can ncentrate totally on commercial inior design, which is its specialty, d has recently been retained to ndle all interior design work of the tizens & Southern Banks in Georgia. pplemented by design staff memrs James McIntosh, Jr., John Hinn, and Wilma Pergerson, the firm came incorporated in 1965, and has ice been the interior planner for h commercial projects as the Carl- Co., Doubleegate Country Club, and Press Lounge of the new Atlanta adium.

evens & Wilkinson

orgia Baptist Nurses Home
rth DeKalb Shopping Center

chitect-engineering firm Stevens & lkinson has kept steady pace with growth of Atlanta and the South, d examples of its architectural nning can be found in Virginia, abama, the Carolinas, Tennessee, ntucky, and Florida, as well as in





orgia. In 1965 alone, projects at W totaled $60 million in work on drawing boards or under conuction. Dating back to 1919 when eston S. Stevens joined Flippend rge in partnership (later associated h James R. Wilkinson after the lat- 's death) the firm now has 11 partrs or associate architects on its ff, with a solid majority from Georgia Tech. Along with Toombs, Amisano & Wells, S&W is currently involved with plans for Atlanta Cultural Center, a memorial complex for the performing arts similar to New York's Lincoln Center. Its past record includes office buildings, shopping centers, hospitals, and other multi-million dollar structures for clients, Sears, Roebuck & Co., Rich's, Georgia Power Co. and other prominent companies.

John H. Summer & Associates, Inc.

Piccadilly Cafeteria

The firm of John H. Summer & Associates, architects, was formed in 1952. Today, after fourteen years of diversified architectural experience and a staff of nine members, the firm believes in offering a business-oriented service from development and feasibility studies through to construction supervision and interior design. President of the firm John Summer is a registered architect in Georgia and South Carolina and received a Bachelor of Architecture degree from the Georgia Institute of Technology in 1950. Current projects in the works include the Douglas County community and shopping center at an estimated budget of $20 million, the studio and administration building of WAGA-TV, and a luxury motor hotel for Quality Courts now under construction directly across from Executive Park.

Ivan Allen Office Planning/Design

Radio Station WQXI
State Archives & Records Bldg.

The name Ivan Allen is a familiar one to Atlantans, though we are concerned with the office planning and design staff of Ivan Allen Co. rather than with the man who left the firm to become Mayor of Atlanta. Ivan Allen Co. is almost as well-known, however, since it has supplied office furnishings to many southern companies, and later opened an office planning and design department to supplement its services. Under the direction of Virginia Bowen, AID, the design department is equipped to handle space planning and analysis, color and furnishing coordination, and supervision of the design project to the finishing touches. It has received design commissions from Reynolds Metals, planned the executive offices of the State of Georgia, Armour Co., Motorola, U.S. Rubber, and countless banks, southeastern branches, and regional offices for national companies located in and around Atlanta.

Jova/Daniels/Busby

Kicks & Lids Men's Shop

Fledgling architectural firm of Jova/Daniels/Busby has expanded so rapidly since its formation six months ago that its newest partner, John Busby, has joined the firm at the time of this writing. Commissions, too, have grown in size in the short span of business life from residential work and renovations of existing space to include the planning of a twelve-acre urban complex. In addition to its architectural services, the firm offers interior design and planning. Each of the young partners were associated with prominent architectural firms in







Atlanta before entering the new venture. Henry Jova, who attended Cornell University, was awarded the Prix-de-Rome while studying in Europe, first as a fellow at the American Academy in Rome and later as a Fulbright scholar. Stanley Daniels holds a certificate from the Ecole d'Art Americaines at Fontainbleau, France, along with an architectural degree from Georgia Tech, where John Busby also studied.

William Glover, Capitol Office Supply

Trust Co. of Georgia, Bank of DeKalb, and Hartford Branch

Misplaced Yankee from Pennsylvania, William Glover, who heads the interior design department of Capitol Office Supply Co., is now practically a native Atlantan. A resident of the area for the past 10 years, Glover came south after studying in New York City at Parsons School of Design and New York University. He entered the field designing residences for private clients before joining architectural firms. The past seven years have been spent primarily in contract design, for various firms, including Rich's Contract division. Glover devotes his spare time to remodeling and refurbishing his house in the suburbs—shared with a miniature schnauzer, Lindy.



. . . did Don Quixote sleep here?

Not really, but Beautycraft's new Vista Alegre grouping of coordinated case pieces characterizes the grandeur of Spanish nobility, and Don Quixote might well have enjoyed a room such as this! Beautycraft has made it possible for the entire contract furniture field to obtain this increasingly popular grouping at competitive prices. Every piece reflects a luxury which belies its functional purpose . . . the entire group is ideally suited to new installations or renovations . . . all are precision produced in accordance with Beautycraft's high standards of fine craftsmanship. With this new grouping, the contract decorator is enabled to obtain his total room requirements from a single, dependable source, with complete assurance of on-time delivery. For further information, mail coupon below to:

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ATLANTA AS A MARKETING CENTER

IN THE MERCHANDISE MART, THE DECORATIVE ARTS CENTER, DESIGN HOUSES AND OFFICE SUPPLY FIRMS, INDIVIDUAL MANUFACTURERS' SHOWROOMS, THE CITY HAS BECOME A SELF-SUFFICIENT MARKETPLACE FOR CONTRACT FURNISHINGS

As late as five years ago, southern-based designers were forced to travel to northern centers—Chicago, New York—to select the furniture and furnishings for projects of any sizable proportion. This is no longer true. Marketing in the furnishings industry, like most other American industries, has become more and more regionalized, and Atlanta, challenged by the remarkable building boom of the '60s, responded by quickly cultivating itself as an efficient dispenser of the services and an important supplier of the sources necessary to equip the vast acres of new interior spaces. In short order, Atlanta has emerged as the major marketing center of the Southeast—the fastest growing region of the country.

Why Atlanta? It is a big-league city from many points of view. It has already set itself up as the Southeast regional headquarters for many national corporations and for the Federal government as well. Financial institutions, too, regard Atlanta as its regional hub, from where it services the fast-industrializing corner of the country. Distribution is greatly facilitated by Atlanta's pivotal position—it is at the crossroads of a vast highway network and rail system; it is conveniently located to both seaports and inland waterways; it is the home of the fourth busiest airport in the nation. And Atlanta's own enormous building boom, with no end in sight, has created a highly profitable built-in market. Not to mention that its progressive city government has encouraged a social sophistication unequalle in the South.

A decisive influence on Atlanta's new role as t marketing center of the region is the Atlanta Me chandise Mart, along with its affiliate, the Atlan Decorative Arts Center.

Located in Peachtree Center and the largest co mercial building in the Southeast, the 23-story Ma which opened in 1961, consolidates under one roof million square feet of floor space devoted to displa of furniture, floor coverings, decorative accessorie china and glassware, lamps and lighting, fabri bedding, and such non-furnishings items as appar and toys. No doubt the Mart's proximity to Dalto Ga., the tufted textile center of the world, accounts f the vast array of carpeting displays, making a list its tenants read like a who's who in the carpeti industry.

While its showrooms cater primarily to retaile the Mart has felt the impact of the building boo strongly and has provided services for the speci ized contract customer. The rash of new hote motels, apartments, retirement villages, office buil ings, recreation facilities in the Southeast, to me tion but a few of the many building types, h placed a demand on the Mart to establish a co tract center to serve the specifying designer a architect. The Mart has responded with the develo ment of its floor covering center, decorative a

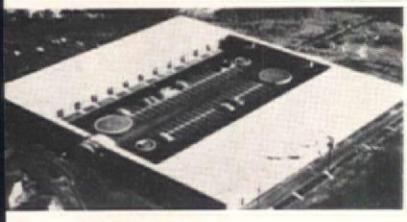
Atlanta Merchandise Mart, designed and developed by architect-businessman John C. Portman, Jr., is largest commercial building in the South. A twin addition, doubling its space, will soon be built.











1



2



3



4



tlanta Decorative Arts Center (three ews above) caters to the contract stomer. Among its fifteen show- ooms are: 1. Shelby Williams; 2. eese B. Davis; 3. Thonet; 4. Steel- se (photo shows a recent installa- on with firm's popular lines); Paul aulet, featuring a Kittinger desk; The Annex; 7. Paul Bates, Inc; 8. ns Risom.

5



6



7



8



Atlanta and the New South

Ivan Allen Co., expanding into the South's largest office supply and equipment company during its 66 year history, now maintains retail outlets in eleven locations. Showroom in Atlanta headquarters (below) provides spacious accommodations for its numerous furniture and furnishings lines.





A corner of the huge Ray Lang showroom (above) featur Herman Miller furniture in a typical and functional offi setting. In addition to contemporary furniture and furnishing Ray Lang displays the traditional pieces still widely soug after in Atlanta and the surrounding communities.

ATLANTA AS A MARKETING CENTER

center, and home furnishings center, coordinating the relationship of major national manufacturers of contract furnishings.

An even more signficant step is the planned expansion of the Mart into a contiguous new addition that will double its size. Particular attention will be focused on a comprehensive contract center, where major contract manufacturers will be strategically grouped to expedite a one-stop shopping program for interior designers, architects, and contract specialists. While the Mart currently carries only a handful of non-residential lines, the new contract center will broaden its base with a high concentration of commercial and institutional furniture and furnishings for such specialized installations as hotels, motels, dormitories, restaurants, hospitals, and of course, offices.

The Atlanta Decorative Arts Center (ADAC) was opened soon after the Mart as a showcase for contract manufacturers and representatives in a handsome, one-story complex surrounding an inner courtyard. Located in an outlying residential area, it is used with less frequency by in-city designers than if it were more centrally located. Nonetheless, its individual showrooms are specifically geared to serve the contract customer. A number of its fifteen tenants carry commercial/institutional lines exclusively; others estimate that about 80 percent of sales are for contract installations. In all, ADAC tenants provide more than one hundred lines of contract interior furnishings.

Prestige names dominate the roster of ADAC tenants, and among manufacturer-maintained sho rooms are: Jens Risom, displaying contemporary o fice furniture and fabrics, with a sprinkling of res dential lines; F. Schumacher, unfolding a vast a ray of high-style fabric designs; Steelcase, devot entirely to office furniture and equipment; Thon Industries, showing chairs, sofas, and seating uni with supplementary lines from American Chair C and institutional furniture by Simmons Co.; Shel Williams Industries, displaying its well-known i stitutional seating and chairs with casegoods American of Chicago and multi-purpose units Duo-Bed Corp. (both are subsidiaries); Baker Furn ture Co., showing its own lines in conjunction wi those from Milling Road; Reese B. Davis & C which combines its Westgate Fabrics collection wi wallcoverings from Gian, Inc.

Diverse lines are amply covered by manufacture representatives. The Annex carries an assortment accessories, furniture, and fabrics from twel nationally known firms, including Architectural P tery, Dux, Nettle Creek, Piazza Originals, Ru Stonier, R-Way Furniture, Tropicraft, and West Nielsen. Paul Bates Inc. starts with its own Bat Custom carpeting and fills in with Edward Fiel carpets and rugs, Jack Lenor Larsen fabrics, a Karl Mann paintings and wallcoverings.

Ralph Dennard Showroom concentrates on ru and carpets from Cabin Craft, Dellinger, Maslan Morjikian, and Tai-Ping. At R. J. S. Inc. are han some collections of furniture, fabrics, carpe lamps, and accessories from such leading firms



arithers-Wallace-Courtenay, a long-time contract supplier, re-ntly opened a design department to supplement its services. hell Oil Co. reception room (above), in Peachtree Center Build-g, was designed and furnished by C-W-C, with Domore desk, dward Axel Roffman sofa and chairs, General Fireproofing sk chair, Alexander Smith carpet. The decorative divider was stom-designed by Parks L. Yeomans, of C-W-C design de-rtment.

Capitol Office Supply displays this vignette (below), combining furniture from several of its many lines. Shown are Alma Desk Co. desk in teak, I.V. chrome and black chairs, John Stuart desk and side chairs; Smith Metal Arts desk accessories. The oil painting is from Gift Craft Leather, Inc.



esign-Tex, Designcraft, Domore, Duraloom Carpet, dward Axel Roffman, and Nessen Lamps, among hers.

In a huge showroom, Paul Raulet serves as South-n representative for nineteen firms. Among them e Brown-Jordan, Kittinger, Stark Carpets, and barta Furniture. Threlkeld Schlemon numbers in s ten lines a range of products from Karges fur-ture, Pino de Luca decorative accessories, Tre-nowan rugs, and Stakmore chairs. Decorative ac-ssories, along with lamps, mirrors, floor coverings, e carried in abundance in the Edith Hills show-om.

Although the enormous amount of recent construc-n has given Atlanta the immediate impetus to de-lop as a major market, the city has always been a rtile field for the furnishings industry. In addition the Mart and ADAC, a host of other reliable urces, many of them well established office supply ms, have been serving the metropolitan area for a mber of years.

Ivan Allen Co. is the largest of its type in the uth. It had its beginnings at the turn of the cen-ry, when Ivan Allen Sr. (father of Atlanta's in-mbent mayor, Ivan Allen Jr.) opened a typewriter ency in Atlanta and in time added other office ols to his stock. During the intervening 66 years, e company progressively expanded until today ere are eleven retail stores scattered through eorgia, Alabama, Tennessee, and South Carolina.

In its own building in downtown Atlanta, the Ivan len furniture showroom is spacious enough to dis-play its many lines in a series of uncluttered vignettes, sectioned off by a movable partition system. Carefully coordinated groupings depict furniture in typical office settings, all designed by Ivan Allen's interior design department. Shown are furniture lines, both contemporary and traditional, from B. L. Marble, Directional, Art Metal, Herman Miller, Knoll, Kittinger, Standard Furniture, Myrtle Desk, Boling Chair, Royalmetal, Drexel, Croydon, Omni, and Dux. Appropriate accessories are selected from a lengthy list of sources, including Affiliated Craftsmen, Frederick Cooper, Architectural Pottery, Design-Technics, McDonald Products, Mottahedeh, and Rainbow Wood Products.

Another highly regarded old-timer, which has kept pace with the expanding market, is Carithers-Wallace-Courtenay. Organized in 1929 on the premise that quality was its mainstay, C-W-C specialized originally in office supplies and furniture. Today the firm, many times its original size, consists of three major departments—stationery, furniture, and design. Some of its exclusive lines are General Fireproofing metal equipment; Gunlocke wood chairs; Shelbyville wood desks. Lines on a semi-exclusive basis include Domore Chair, Leopold wood office furniture, Jasper Desk Co., and Lehigh Furniture Co.

Ray Lang, Inc., another of Atlanta's leading office supply firms, dates back to 1932 when the total business comprised carpets for institutions. Today, Ray Lang is fully equipped to offer a complete "turn-key" program, its operation completely integrated in



Dwoskin, a long-time and highly regarded supplier on the contract scene in Atlanta, carries wallcoverings to fit every type of installation.

ATLANTA AS A MARKETING CENTER

the field of furniture, draperies, carpets, and accessories. Its range of service starts in its own design department and continues on through to the installation of all furnishings, right down to the last ash tray.

Among the many postwar office supply firms to locate in Atlanta, one of the most successful is Capitol Office Supply Co., which now claims to be one of the top five in the office furniture and supply business in the city. From a tenuous beginning in 1946, the husband-wife team of James and Mildred Hammond, with the help of bicycle delivery boy, began the task of building a business when merchandise was particularly impossible to obtain. Globe-Wernicke became the first nationally known firm to offer Capitol a franchise. Today, in a revamped building providing 20,000 square feet of showroom for displays and workroom for sales and design departments, Capitol represents an impressive list of manufacturers, including I. V. Chair, Alma Desk, John Stuart, Armstrong Furniture, Carolina Seating, Hamilton Cosco, Harter, J. G. Furniture, Jasper Desk, Knoll, Madison, Patrician, Howe Folding, Metropolitan Furniture, Harvey Probber, Frederick Weinberg.

In the department store field there is Rich's Commercial Contract Division, which operates as a separate entity in its own building, quite removed from the retail store. The division grew as a natural offshoot of the residential decorating department (still part of the retail operation) in 1961, and specializes only in commercial and institutional work. Acting as contract designer, furnisher, and installer in just about all southern states, Rich's offers a vast list of services and even arranges for long-range complete package financing. Its showroom, closed to the ge eral public, carries samples from a number of lea ing manufacturers, such as Knoll, Jens Risom, H man Miller, and Dunbar office furniture; Kroeh hotel-motel lines; Lees, Bigelow, and Cabin Cra carpeting; Nessen and Frederick Cooper lamps a accessories.

A newcomer to the manufacturers' showro scene in Atlanta is Joe Sherry Associates Inc., bar six months old. Displays in its 10,000 square feet space combine both residential and contract lin from pottery to blinds, furniture to framed prin Among the sixteen manufacturers represented, ma of them new to Atlanta, are Artes de Mexico, Bu Furniture, Chapman Lamps, California Woven F rics, Costa Mesa Furniture, Dunbar Furnitu Keliehor Wallpaper Designs, Madison Furnitu Sculptsmith, and Seymour Matting.

A long-time supplier in Atlanta that just ab every designer has relied on at one time or anot is Dwoskin, Inc. From its sumptuous, Atlanta-bas showroom, the firm has broadened out in the p twenty years and now maintains bustling branch in Charlotte, Dallas, Houston, Miami, Oklahoma C Washington, D. C., and St. Louis. Dwoskin spec izes in wallcoverings and provides painting and c tracting services as well. About two-thirds of business is commercial, the other third resident Its huge volume of wallcoverings—scenics, ha prints, vinyls, grasscloths—come from such nati ally known manufacturers as Arts for Architectu Birge Co., G. K. Birge, L. E. Carpenter, James S man Studios, Standard Coated, Timbertone, V Luit, Winfield Design, and Zakim Handprints, mention but a few. (C)

Circle No. 269 on product information



SERVING QUALITY

Henry C. Beck Company is a vital part of a booming Atlanta and the growing New South. With close to $100,000,000 in current contracts in the 13-state Southern region alone, Henry C. Beck Company continues its fifty-four year history of leadership in every phase of major building construction. Atlanta's Fulton National Bank Building, Bank of Georgia Building, 270 Peachtree Building, and the rising steel structure of the new First National Bank Building are among the Beck-projects that shape the city's skyline.

Current projects under construction in the South: IBM Systems Manufacturing & Development Facility, Research Triangle Park, Durham County, North Carolina; First National Bank Building, Atlanta, Georgia; Louisiana National Bank Building, Baton Rouge, Louisiana; Third National Bank Building, Nashville, Tennessee; The French Quarter, New Orleans, Louisiana; Bel Air Shopping Center, Mobile, Alabama; Veteran's Administration Hospitals in Memphis, Tennessee and Atlanta, Georgia.

HENRY C BECK COMPANY
GENERAL CONTRACTORS
ATLANTA DALLAS PHOENIX

HCB

THE NEW INDUSTRIAL SOUTH

A RUNDOWN OF THE ENORMOUS CHANGES THAT HAVE TAKEN PLACE IN SOUTHEASTERN STATES, MANUFACTURING AND MARKETING SPECIALTIES, EXPECTED GROWTH, AND RELATIONSHIP TO THE NATION'S ECONOMY



Aerial view of Columbus, Ga.

GEORGIA

Gone are the days of Scarlett O'Hara. Instead of cotton fields dominating the countryscape, industry flourishes in new urban areas. The largest state east of the Mississippi, Georgia is typical of the changing south and sets its remarkable pace. Its strong leadership and strategic location have made it a key factor in the economic growth of the country's fastest growing region. Georgia ranks as the communications and financial hub of the southeast, and has successfully pioneered the regional development approach of planning for industrial development.

Statistics dramatize the enormous steps that have been taken to transform the state from an agrarian community to industrialized, urban centers. As late as 1940 more than two out of five jobs were related to agriculture. Today, the seven percent who remain in farming are big operators, highly skilled in modern techniques and in economics as well. The emphasis has swung decisively to industry and manufacturing—Georgia actually leads the nation in the production of tufted textiles, and paper and board products. Other major industries, adding diversity to the economy, include lumber and wood products; printing and publishing; chemicals and allied products; transportation equipment; apparel; stone, clay, and glass products. And its marble is renowned throughout the world.

Since 1960, Georgia's major industrial output has doubled and the state now ranks fifteenth in the nation in the number of persons employed in manufacturing. In 1964, 130 new manufacturing and processing operations located in Georgia. Out of that came capital investment exceeding $120 million and 9,200 new jobs. In the same period, 120 existing manufacturers invested more than $105 million for additional plants and equipment, bringing another 5,000 jobs. The trend continues. The first nine months of 1965 indicate capital investment by 260 new and expanded industries at more than $195 million; final official figures should jump the total to well above $200 million.

The building boom matches the industrial expansion. During 1965, Georgia for the third consecutive year exceeded the one billion dollar level in construction awards and was one of the two states (North Carolina the other) in the southeastern corner to increase over 1964 awards.

Atlanta, the capital and largest city, is Georgia's spectacular hub, and its influence radiates to all parts of the southeast. Its phenomenal growth, which has made it the home of the fourth busiest airport in the nation, is detailed in the special section on page 71. Following Atlanta's lead, other cities contributing heavily to Georgia's meteoric rise are briefly enumerated here.

Savannah. Georgia's second largest city, Savannah is the seacoast site of the state's most advanced port facilities, and the Georgia Ports Authority's Ocean and Garden City. Terminals are among the most modern on the south Atlantic seaboard. A new 140,000 square foot warehouse is planned for the Garden City Terminal, and the Georgia Ports Authority recently acquired the 388-Whitehall Plantation, ideal for industries requiring the economies of water-bo commerce.

Nearly a third of Savannah's e ployment is in manufacturing, regional specialty being chemicals a paper products.

Savannah is perhaps best kno for the historic landmarks that m it a living museum. Although m old plantations and great houses h been taken over for commercial business uses, much of Old Savan remains, and many monuments of past have been restored.

Augusta. Described as Georg hottest industrial growth center, gusta since 1956 has added some $ million in capital investment, v major manufacturing centering the chemical industry. Attesting the remarkable growth, building mits have just about doubled i four-year period.

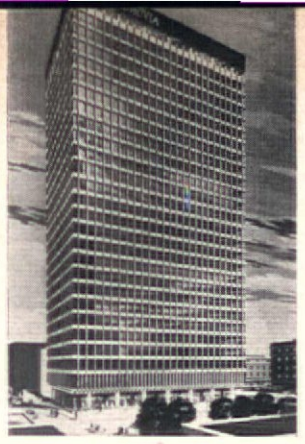
Columbus. An inland port city the Chattahoochee River, Colum began as a textile town and to a la extent remains so today. About percent of its population is enga in manufacturing, which revo around six large textile mills manufacturing plants. Metals are a key industry, with three machin producing facilities in the area.

To keep pace with its rapidly panding economy, Columbus is p ning an industrial airpark, and liminary plans have been approve FAA. The Columbus Airpark wil vote 120 acres to industrial facilitated by a nearby 4,000 runway with an administration b ing and hangar space.

Dalton. Although its populatio only about 20,000, Dalton is the w center of tufted textile manufa



erican Enka Co., Enka, N. C.





Close-up of new Wachovia Bank Building, shown again in aerial view of downtown Winston-Salem, N.C.

. Georgia firms centered around
ton produce more than 60 percent
the nation's tufted carpets and
s, and more than 70 percent of its
ted bedspreads, robes, and similar
ns. A detailed account of the tex-
industry in Dalton and such
ghboring communities as Chamb-
and Rome appears on page 130.

RTH CAROLINA

r a period of 10 years, North
olina has recorded more than $2.4
on total investments for new and
anded industry. Included were 1,-
new manufacturing plants and ex-
sion of 3,244 existing plants,
nging the total to 7,800 plants in
state. Out of the 500 largest man-
cturing companies in the nation as
ed recently by *Fortune Magazine*,
have plants in North Carolina.
ently compiled figures for 1965
v that $482,430,000 was earmarked
construction of new plants and
ansions of 373 existing facilities.
new and expanded plants created
00 new jobs and additions to in-
rial payrolls of an all-time high
lmost $137 million.

ast year was the eighth consecu-
year in which building permits
hed a peak exceeding all previ-
years. Charlotte led the cities
permits totaling more than $67
on. Raleigh was second with $48
on. Greensboro third with $39
on, and Winston-Salem fourth
$23 million.

hile the textile industry is the
est in the state, metalworking,
iture, chemical, food processing,
r, electronic, apparel, footwear,
other types of industry produce
normous range of diverse prod-
ucts. The state leads the nation in textile, tobacco, and household furniture production.

One of the major industries of significance to the contract fields is furniture, and within a 150-mile radius of High Point is the greatest concentration of wood furniture manufacturing in the world. In a recent year, the state produced more than a half billion dollars of furniture for world markets. Catawba, Guilford, Davidson, and Caldwell, in that order, are the four counties in North Carolina having the greatest concentration of furniture plants among the 51 furniture-producing counties. High Point, in Guilford, is the world's leading manufacturing center of wood furniture, and one of the nation's principal furniture markets. Hickory and Newton are the principal furniture manufacturing centers in Catawba County, and Thomasville and Lexington lead in Davidson County.

High Point. With its pivotal position in the Piedmont industrial crescent (a broad area of industrial strength that sweeps through sixteen North and South Carolina counties), High Point has developed intensively in the past few years. The city is the southern center of two major industries—furniture and hosiery.

The first furniture manufacturing company was organized in High Point in 1889, and others followed in quick succession. Today there are more than a hundred well equipped and established factories making various lines of furniture, in all grades from moderately priced to very expensive. Although many factories maintain private showrooms, there are a number of exhibition buildings displaying the products of about 600 manufacturers. These include: Southern Furniture Exposition Building; Furniture Plaza; High Point National Furniture Mart; Merchandise Mart; Furniture Display Building; Southeastern Building; Dealer's Mart.

In addition to furniture and hosiery, there are 252 plants that manufacture a wide diversity of products, from work clothes to mattresses, toys to polyurethane foam, building materials to dyes.

Winston-Salem. A neighboring city, Winston-Salem parallels High Point's diversity of manufacturing products. Major concentrations are in textiles and furniture, followed closely by electronics, electrical machinery, metal fabrication, with several plants producing hardware and woodworking machinery.

Including Forsyth County, total construction in 1965 for the Winston-Salem metropolitan area totaled $45.7 million. New construction highlights include the 30-story Wachovia Bank building; a medical center; $3 million Voyager Inn; new radio and television building; shopping center; First Federal Savings & Loan building; new wing at Forsyth Memorial Hospital.

Urban redevelopment programs encompass both business and apartment projects. A recently approved $15 million bond referendum provides for a $3.5 million Convention Center in a redevelopment area, plus highways, recreation, and health facilities.

Raleigh. Capital of North Carolina and an insurance and education center, Raleigh has steadily grown in the past two decades and industrialization has taken place in what formerly was an agricultural and textile mill area. During this period, the city has



Luxury hotels along Miami Beach, Fla.



New wing of Forsyth Memorial Hospital, Winston-Salem, N. C.

THE NEW INDUSTRIAL SOUTH

developed into a manufacturing, retail, and distribution center.

Linking three major cities — Raleigh, Durham, and Chapel Hill— is the Research Triangle of North Carolina, so called since it is almost centrally situated in a triangle formed by the three cities. Its strategic location permits it to be university-oriented, in view of Raleigh's North Carolina State University, Durham's Duke University, and Chapel Hill's University of North Carolina. The faculties and staffs work closely with Triangle industrial and governmental agency personnel in cooperative research and research-oriented manufacturing programs.

In a landscaped and well-planned 5,200 acres, many government agencies and industrial firms are already established in the Park, where all buildings, signs, and set-backs are controlled by a Board of Design to insure compatibility with existing structures.

SOUTH CAROLINA

Once primarily agricultural, South Carolina has built so many sizable textile and other mills that today the s ate's factories register eight times the output of its farms in cash value. Agriculture has not, however, been totally replaced. In fact, the huge cotton crops harvested annually account heavily for the major industry—textiles, produced in multi-million dollar plants by such giants as Deering-Milliken, Burlington, Klopman, Greenwood, Springs, and largest in the state, Stone Manufacturing. As a yardstick of its increased importance to the state's economy, textiles last year recorded a capital investment of almost $124 million.

The sales pitch to attract industry to South Carolina scored well in 1965, netting a half-billion dollar industrial investment by major corporations. Impartial surveys show that the south in general and South Carolina in particular are growing economically at a faster pace than the rest of the na ion. An important economic barometer of growth is value added by manufactured goods, which showed a 101 percent gain in the state during the past ten years.

Manufacturing diversity and plant dispersion, two key fac ors in the state's growing economy, has found industry, once concentrated in the Piedmont, edging out to other sections. During 1965, many leading companies selected South Carolina's smaller communities to locate a new facility or expand an existing plant.

In the Midlands area, long the seat of government and a leading business center, DuPont is building a huge nylon complex adjacent to its Orlon plant in Camden. In Newberry, Owens-Illinois constructed a $3 million plant to produce corrugated containers. In Winnsboro, U.S. Rubber will spend $5 million to expand present facilities to produce synthetic carpet fibers. Talon, the zipper firm, will construct a $3 million plant in Lake City.

The tremendous growth of the chemical industry, numbering Hercules Powder as one of its major producers, is a prime example of the diversification stressed by the state as an insurance policy for dependable growth and economic stability. In the decade prior to 1965, the chemical industry invested some $266 million in the state. In one single year, 1965, it spent $322 million on new facilities, far more than it did in the previous ten years combined.

Metalworking is another industry that has experienced rapid growth. With an investment of nearly $50 million, metalworking has become one of the state's basic industries. Other leading growth areas of 1965 include stone-clay-glass and pulp-paper-pr ing, with a combined capital inv ment of more than $50 million.

FLORIDA

Industry and agriculture are Flori biggest pursuits, but hotel stati point to its chief source of fame prosperity — resorts and tour While tourism pushes hotel-motel apartment construction to heights, the industrial aspects of state lag behind expectations. N theless, Florida is not totally a of retirement homes and re hotels, and industry is, though slo coming into its own. Statistics f the 1963 Census of Manufactures port show that its industrial m facturing provided an annual pa of almost $1.1 billion and reco value added by manufacture at billion in 1963, as compared to billion in 1958. Its chief indus currently center on metalwor chemicals, electronics, lumber, pa and food processing.

Metropolitan Dade County. A of the growth potential in Metro tan Dade County (City of Miami Metropolitan Miami), the county ning department during a five- period devised an ambitious Land Master Plan to keep the sprav area in check. The plan is foresig enough to insure an orderly gr during the next 20 years and sh meet the needs of diverse industri locating efficient areas for new pl To break up what could becor solid swath of dense urban dev ment along Dade County's coast master plan provides for several tinct urban concentrations, sepa by low density residential or agricultural uses. Of top priori the revitalization of downtown M and the development of new u cores in south Dade.



Marina at Petersburg, Fla.



New structures rise in downtown Raleigh, N. C.



Aerial view of Orlando, Fla.

central Miami, an urban renewal ect is currently in the works. A nted slum area, the district will pgraded with a modernized street em, a new junior high school, con- ion of a school administration ding to an elementary school, en- ement of four existing elementary ols, more playground space, and nty-five more acres of neighbor- parks. By the time it is com- d, an estimated $17 million will been spent for public works con- ction and services by federal, ty, and city governments. In ad- n, at least $40 million will come private enterprise for construc- of new homes, apartments, stores, industrial buildings either within rea or in related developments.

st year, Miami won approval of a million federal loan for Interama, of the largest undertakings ever n in the Miami area. Interama include year-round international exhibits, cultural expositions, a center of learning. By the time s completion in late 1967, it is nated that total cost of the pro- will be about $500 million.

th an economic eye on its im- nt marine industry, which con- tes an estimated $225 million to rea's economy each year, Dade ty recently began construction of v $20 million Port of Miami to tate both commercial shipping leasure boating. As part of the ct, construction of a $4.2 mil- air-conditioned passenger term- gets underway this month.

e skyline of Dade County con- s to expand, as indicated by ing permit valuations. In 1965, n-residential buildings valued at than $3.7 million were erected. completed this past February a 17,000 square foot plant by h Co., hardware manufacturer g at expanded South Florida sales and Latin American exports, and a new 165,000 square foot Pepsi-Cola bottling plant.

Orlando. Centrally located at the state's transportation hub where two main highway arteries converge, Orlando also profits from its proximity to nearby Cape Kennedy. The area has become a major electronics center where missiles, missile components, and related support systems are produced.

A fast-growing metropolitan area, Orlando registered a 124 percent population increase between 1950 and 1960, and is still growing rapidly. Expansion of current industry and the addition of big new industries (56 last year) have continued to boost the population and economy.

Building programs testify to the fast growth. In Orange County, of which Orlando is the nucleus, record expansion in 1965 included 18 new manufacturers; 33 new office or industrial service companies; 33 new warehouse operations. Martin Co., Florida's largest industrial employer, recently completed a $2 million guidance laboratory, and plans were just approved for construction of Florida Technological University, which will open in 1968 just east of Orlando on a 1,200 acre tract. Value of building permits in the county for 1964 totaled $64 million. Downtown Orlando has witnessed enormous building programs amounting to a $20 million investment.

St. Petersburg. Like most communities in Florida, St. Petersburg in Pinellas County claims tourism as its major industry and is perhaps best known for its spate of retirement homes and villages. But local planning and promotion during the past ten years has attracted other types of industry in an effort to give the economy more balance. Influenced by nearby Cape Kennedy, Pinellas County's electronic and atomic oriented industries account for most manufacturing. Of the total 16,400 manufacturing employees in the county, 7,200 work for four major electronic firms: Minneapolis Honeywell, Electronic Communications, Sperry Microwaves Electronics, and General Electric.

Daytona Beach. Since its Chamber of Commerce bills it as the world's most famous beach, the Daytona resort area is typical of new constructions resulting from tourism. In all, Daytona Beach boasts more than 450 motels and hotels and a healthy number of condominium apartment buildings for the thousands of tourists it attracts each year. Nearly 1,000 new motel units have been built in the resort area within the last 18 months, and an equal number of units are currently under construction. Tourism is a burgeoning business on all levels—from the hot-dog stand to the opulent architecture of luxury hotels—and almost all areas of Florida profit handsomely from it.

TENNESSEE

In 1960 Tennessee became an urban rather than a rural state, with 52.3 percent of its population urban, supported by an industrial payroll of more than $1½ billion for the production of chemicals, food, virgin aluminum, shoes, textiles, and wood and metal products. In 1965 the state recorded 105 new industries and 52 major expansions of existing industry, bringing total industrial expenditures on these facilities close to $100 billion. While this falls below the industrial development figures for 1964, a state report currently being compiled is expected to more than double these official figures.

Chattanooga. The Chattanooga Trade Area, encompassing the Tri-State Area of Georgia, Alabama, and



Aerial view of downtown Nashville, Tenn.

THE NEW INDUSTRIAL SOUTH

Tennessee (a total of 34 communities in 15,392 square miles), is part of the world center of the tufted textile industry radiating from the highly developed textile center in Dalton, Georgia (see page 130). In the Tri-State Area there are about 120 mills producing woven tufted carpets and rugs, excluding an almost comparable number of mills supplying allied materials and services, such as yarns and threads, dyeing and finishing. The manufacture of furniture and fixtures, primarily for household use, is widely represented in the Tri-State Area.

The large-scale projects of the Chattanooga Housing Authority are indicative of the building currently underway or planned. Most significant is the Golden Gateway Urban Renewal Project, just west of the central business district, with redevelopment representing a cost in excess of $21 million already completed, under constructure, or definitely planned.

Memphis. The largest city in the state, Memphis is located in the extreme southwest corner on the Mississippi River. As a manufacturing center, it is home to about 800 industries. As a wholesale and distribution center, it profits from its location near the center of the great Inland Waterways System. One of the largest industries is the hotel-motel business, and a number of chains are headquartered in Memphis.

Downtown Memphis is towering with new structures that are carving out a new skyline. These include a 25-story bank building and a 37-story office building. Department stores are being renovated and a new one is planned. New additions to hotels, new motor hotels, and remodeling of existing hotel facilities are constantly in the works. A new $13.5 million, 11-story Federal Building has been completed, and a new City Hall is under construction—both part of a multi-million dollar civic center. Education is called the biggest "business" in Memphis and Shelby County: more than $5.9 million was spent on new schools in 1965. Recent improvements in the giant Medical Center complex include the new Tennessee Psychiatric Hospital & Research Institute, additions to three hospitals, new facilities for the University of Tennessee Medical Units, new Baptist Medical Building, J. K. Dobbs Medical Research Institute, W. F. Bowld Hospital, and a new St. Jude Hospital.

As a barometer of the building or construction record, the value of building permits in 1945 totaled just under $16.5 million; in 1965 the value soared to $82.9 million.

Knoxville. Keeping pace with other major cities of the state, Knoxville recently inaugurated a campaign to attract major new industries to the area. Called the Greater Knoxville program, it is financed by a $50,000 budget provided by Knox County, City of Knoxville, and Chamber of Commerce. A separate program, in force with equal vigor, is aimed at making Knoxville "the four seasons convention center." In line with this move, Knoxville's 1965-66 building programs include new restaurants and eleven motel-hotel projects, some new, some additions or expansions. The largest of these is the new Voyager Center, a 36-story motor hotel which will give Knoxville the largest convention facility in the state. The $16-million structure is being built by Voyager Inns of Norfolk, Virginia, and is scheduled for completion by summer of 1967.

Other non-residential building, urban renewal projects, betterment and beautification plans indicate high activity on the city's construction scene. During 1965, the city issued building permits for non-residential structures totaling well over $30 million, and the trend continues for 1966.

Nashville. After coasting along without much organized effort fo years, Nashville four years adopted the Metropolitan governm idea as a tool for local progress economic advances in the city's mile radius trade area. Under this petus, the downtown area is ur going a major revitalization prog New buildings and renewal proj under construction or in plan stages include: $20 million Ca Hill area office building; $10 mi banking house; $10 million Fe building; three high-rise river-f apartment towers; expansion of hotel-motels.

The suburban sectors are in middle of a dynamic commercial residential expansion, with nearly million earmarked this year for jects planned or in building st These include two $10 million ping centers, plus several sm ones; $2 million medical complex; publishing center; Green Hills lage, with 37 stores and an building, representing an invest of more than $7 million.

VIRGINIA

Virginia is transforming its rooted traditional image of an cultural state to one that is open-minded, flexible, and eag accept industry—all within four of accelerated development effort

Today, Virginia is predomin urban. Its population gain of 2.3 cent per year since 1960 is 50 pe faster than the national state ra 1.5 percent, exceeded only by F and a few western states. This g parallels Virginia's industrial de ment and planning. Manufact for the first quarter of this yea stantially exceeded that for the period last year—55 new ma turing plants announced locatio the state and 42 companies dis plans for plant expansion. I

CONT



posed structure for inia National Bank's quarters in Norfolk.



Aerial view of Montgomery, Ala., and State Capitol



Skyline of Memphis, Tenn.

5 there were announcements of 102 plants and 110 expansions of ex- ıg industries, topping 1964, a rec- year, and the outlook for the bal- of 1966 is for even greater rress. Major manufacturing in- es chemicals, textiles, lumber and l products, foods, transportation pment, apparel, and furniture.

onstruction of all kinds reached heights throughout 1965, and res for the first few months of year indicate substantial in- ses in institutional and commer- building. Recording particularly ressive gains in building activity communities of Petersburg and tol, both of which in recent years had difficulty in maintaining pace set by the rest of the state.

dustrial, commercial, and econo- growth of Virginia can be attrib- in part to its geographic location. state is at the top of the resurgent h, and at the bottom of the Meg- olis—the great center of urban gy that extends from north of on through New York, Philadel- , Baltimore, and Washington.

rominent industrialists and busi- men forecast that much of the in- rial expansion in the next few s in the Lower Peninsula will be ne direction of technological and ace-oriented industries. Several l aerospace and electronic firms, task forces from larger firms, already moved into the area, rn there by the Langley Research er of the National Aeronautics Space Administration (NASA). rs are expected to arrive shortly the Virginia Associated Re- ch Center (VARC) and NASA's e radiation effects laboratory in port News become fully opera- l.

rfolk. A major center in the r Peninsula, Norfolk is one of nation's pioneer cities in urban opment, with more than half of the downtown area undergoing start- ling changes as a new city emerges. Currently in planning stages is an integrated civic center for municipal government on a large scale. Already completed, a $15 million civic center occupies an 18-acre site. Under con- struction is a 23-story, $9 million bank building (see cut) as well as a $3 mil- lion office building. Linking the two will be a canopied pedestrian mall, soon to be flanked by comparable structures.

Richmond. A decade of building in the downtown area has pushed Rich- mond near the top in a survey of new building construction among thirty- six representative cities in the United States and Canada. The survey con- ducted by International Downtown Executives Association in 1964, ranked Richmond in fourth place among cities with the greatest num- ber of downtown building projects. The renaissance gained momentum in 1960, and since then more than $100 million has been spent in new build- ing programs, with new space totaling in excess of 3.5 million square feet. New Federal and business buildings plus high-rise luxury apartments have contributed to Richmond's skyline.

ALABAMA

"Pittsburgh of the South"—Birming- ham—contributes enormously to sup- port Alabama's claim as the leading heavy-industry state of the south with textiles, iron, and steel dominating the manufacturing scene. A long-time giant in the state, the primary and fabricated metals market centered in Birmingham continues to make great strides, as indicated by its total capi- tal investment of $134.9 million in 1965. A natural offshoot of this vast industry is the manufacture of metal furniture for indoor-outdoor use, pro- duced for nationwide distribution by such firms as Birmingham Orna- mental, Plantation Patterns, and Ar- lington House, all in Birmingham, and United Chair Co., specializing in metal office furniture, in Leeds.

Industry in general is growing rapidly throughout the state, partic- ularly in the Tennessee River Valley, with its great Muscle Shoals power plant. For the second consecutive year, capital investments in new and expanded plant facilities soared to a record high, with more than $623 mil- lion in 1965, surpassing the total of $406 million reported in 1964. In addi- tion to metals, other new and ex- panding industries for 1965 include pulp-paper; chemical; plastics; rub- ber; electronics; and space-related equipment.

Pulp and paper headed the growth industries last year with $184 million capital investment, putting the state in line to become the nation's leading paper producer. Chemicals also scored high with a 23 percent increase over 1964, or $145 in capital investment. Textiles registered a $59.8 million in- crease.

Alabama also fared well in non- industrial fields during 1965, par- ticularly in the services industries and the professions. Birmingham's medical center, for example, continues to expand at an accelerated pace.

A brief look at the City of Mont- gomery's building report for 1965 re- flects the enormous amount of urban construction taking place throughout the state. Non-residential building permits were valued at more than $11 million for structures ranging from religious buildings to recreational fa- cilities, offices to hospitals, stores to schools.

Another high building-activity area centers at Huntsville, where space administration programs require more and more housing—offices, laboratories, and other related struc- tures—for the relatively new and es- calating space industry. (C)

DALTON: KEYSTONE CITY FOR THE FABULOUS TUFTED TEXTILE INDUSTRY; IT HAS REVOLUTIONIZED CARPET AND BEDSPREAD MANUFACTURE AND HAS BECOME A PRIME RESOURCE FOR CONTRACT BUY

EVEN in the postwar boom that has pervaded the South, Dalton, Georgia, is considered an industrial phenomenon. And it's the tufted textile industry that has been responsible for Dalton's lightning growth.

Dating back, in terms of factory production, only about 30 years, tufting has literally revolutionized the American carpet industry, in addition to contributing a hefty sales volume each year in bedspreads, robes, towels, apparel items, furniture upholstery, and even footwear. Production of tufted merchandise takes place in 18 states, but Dalton is the keystone of the tufting business, accounting for 63 percent of national value of production in 1963 in carpets, bedspreads, and robes.

What played the major role in the rapid ascendancy of tufted textiles? Primarily, production and marketing efficiency; in contrast to the traditional loom, the tufting machine is nothing more than a giant sewing machine. Where the ordinary sewing machine has one needle, the 15-foot tufting machine used in making broadloom carpet has between 1,000 and 1,500 needles. Where the loom meant a major capital investment for the carpet producer, the tufting machine represents a comparatively modest outlay. Where the average loom turns out one roll of carpet in an eight-hour shift, the tufting machine turns out between ten and twenty rolls.

The result has been that many of the old-line carpet mills have converted to tufting, and at the same time a lively influx of new manufacturers with new styling and merchandising ideas has steadily swelled the ranks of carpet, rug, bedspread, and apparel output in tufting.

This year, in fact, it is estimated that 85 percent of all carpet made in the U.S. will be tufted, although the loom still remains a significant factor in contract grades.

The tufting machine stitches the pile yarn thro a backing sheet, rather than weaving backing yarn together, like the loom. A sustained effor refine this basic tufting process has resulted in s recent developments as the electronic pattern tachment, whereby a pattern on a cylinder no la than a nail keg is reproduced by the needles of tufting machine. Other innovations are the sli needle, permitting greater definition of pattern texture, and most recently, the Honesty mach using hollow needles through which the yarn tra by compressed air to create pile density and sc tured effects formerly considered possible only weaving equipment.

According to J. P. Turner, Jr., president of Tufted Textile Mfrs. Association, the indus shipments for the calendar year 1965 were $1, 000,000, up 14.7 per cent over 1964. An estim 103 million square yards of commercial carpe was produced on tufting machines in 1965 against 26 million square yards in 1960, and 10 lion in 1950. The experience of the last dec according to Mr. Turner, confirms the feasib of using carpet in all types of heavy traffic a as well as demonstrating the ability of tufted ca to stand up under hard wear over long period time. An added advantage of the tufted pro of course, is that it is lower in price than sim yardage of woven carpet.

Dalton thrives on tufting; the percentage g in annual output are truly spectacular as comp with other industries. Whereas, autos or steel sider a five to seven percent gain excellent, th creases in tufted textiles have gone as high a and 40 percent per year. And, the TTMA s with confidence, the tufters have only scratched surface in contract carpet merchandising. (C)

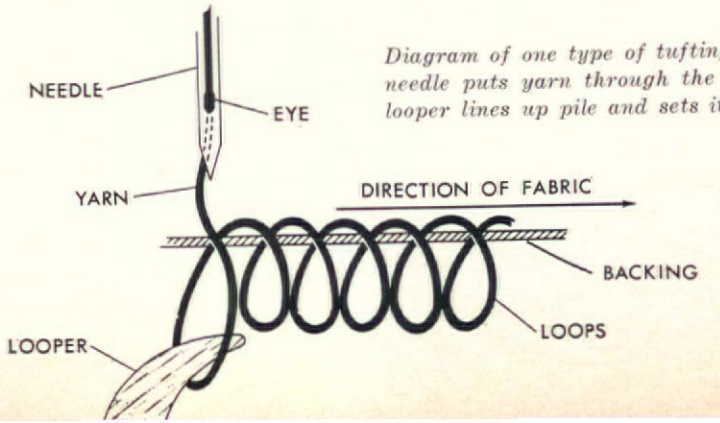
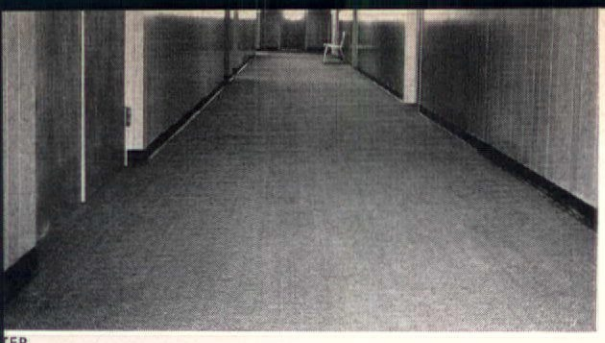
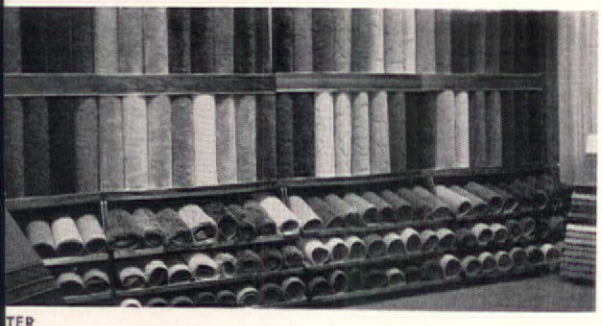


Diagram of one type of tufting process shows how needle puts yarn through the backing, while looper lines up pile and sets it to correct height.



TER

Porter Carpet Mills, Cartersville, Ga., a division of Tifton Rug Mills, Inc., concentrates on its specialty—commercial carpets—in which both style and durability are maintained to a high degree. Port Star is one of its 100 percent continuous filament, 3-ply space-dyed nylon qualities. It stands up to rugged use by scores of students at the Music Center of Georgia State College in Atlanta. Circle No. 232.

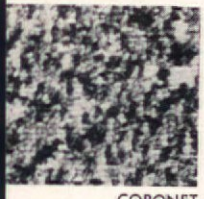


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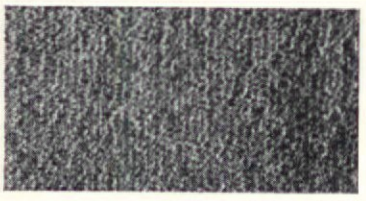
Painter Carpet, Dalton, Ga., prides itself on its exclusive manufacturing operation, called "continuous finishing." In one operation, the carpet is double-backed and sheared, requiring far less handling, seam sewing, and material waste. By this process, the carpet is not rolled until it has become a finished piece, thus avoiding a crushed pile during shearing process. Painter's range of styles are numerous, as depicted in its own factory showroom display. Circle No. 144.

WORLD





CORONET



PRIDE

World Carpets, Inc., Dalton, last year opened its new 110,000 square foot wing, providing on one level continuous, uninterrupted flow from raw material to finished product. In its broadening contract qualities, Bosa Nova design is one of the newest. A multi-color 100 percent continuous filament nylon pile carpet, it comes in seven versatile combinations, in 12 and 15 foot widths. Bosa Nova is made with double jute backing, and its light level loop construction is geared for long wear. Circle No. 233.

Coronet Industries, Inc., Dalton, is currently offering five qualities expressly designed for commercial installations. Pile contents feature the most popular yarns on the market today, including DuPont 501 Nylon, Acrilan, and Herculon. Among its designs is Stoneway, of 100 percent continuous filament nylon in a space-dyed tweed combination. Circle No. 234.

Thomas Pride Mills, Inc., Calhoun, Ga., has come up with a new indoor-outdoor carpet, playfully called Sassygrass. The first all-olefin carpeting, Sassygrass is durable and moisture resistant by virtue of its Herculon face fiber, Poly-Bak Primary, and skidproof Resistal Bak. It comes in five colors, in 12-foot widths. Pride also produces a wide range of broadlooms, area rugs, carpet cushions. Circle No. 235.



N CRAFTS

Cabin Crafts, Inc., Dalton, was recently honored with its third Design Award from American Institute of Interior Designers. Continually maintaining its design standards, Cabin Crafts produces contract carpeting in Acrilan, nylon, and wool, in highly durable lines with polycord polypropylene back that will not buck, stretch, or shrink. Shown is the trustees board room in the new Berry College administrative center, Rome, Ga. The carpeting—Cabin Crafts' National Velvet. Circle No. 22.





Trend Mills, Inc., Rome, Ga., opened for business in July 1959, in a former stove plant. Today it boasts a $60 million annual operation through its four plants in the Dalton-Rome area, with total production capacity exceeding 50,000 square feet. In each plant, the contract division is set up with special equipment to produce quality lines for all types of commercial/institutional installations. Starbrite, a new plush pile nylon carpet, is used at the Mark Inn, Atlanta, in guestrooms as well as lobby. The random star-burst pattern is a product of the firm's auto-dye process. Circle No. 194.

NGER



Dellinger, Inc., Rome, combined the technique of machine tufting and hand tufting to produce this wool velvet carpet, the first of its type made by the Southern tufting industry. Installed in a private club in Atlanta, the carpet was designed by Edith Hills Interiors of Atlanta. Circle No. 236.

Carpeting by other Southern firms are included in Products & Services section, page 148.

HIGH POINT: THE COUNTRY'S GREATEST CONCENTRATION OF FURNITURE-PRODUCING FACILITIES, IT SUPPLIES 75% OF THE NATION'S MARKET, IS THE FIRST IN HOTEL-MOTEL FURNITURE OUTPUT, AND IS COMING UP FAST IN OFFICE FURNITURE

No furniture manufacturing center in this country, or for that matter the entire world, measures up to the colossal proportions of the furniture industry in the High Point, North Carolina, area.

North through Virginia and West Virginia, west into Tennessee, and south to the northern fringe of South Carolina lies the greatest concentration of furniture producing plants in the country—all within a 150-200 mile radius of its peak production locale, High Point.

It is this area that captures 75 percent of the retail furniture buying power of the nation, attracting buyers from all fifty states and many foreign countries. Southern Market Weeks, held four times annually (twice for national and international buyers, twice for its regional audience), account for an influx of 28-32,000 buyers to the area each year.

Historically, the southern furniture industry dates back to 1888, when local production began, strictly to supply local needs. The industry grew rapidly as the disappearing forests of New England centered attention on the heavily wooded areas of the Carolinas and Virginia.

Two world wars and a depression only served to strengthen and refine means of manufacturing, compelling management to seek more efficient and economical production methods while maintaining an ever-increasing standard of quality.

By World War II the highly developed mass-production techniques accounted for the bulk of armed forces' requirements manufactured of wood. With the coming of peace, the South was ready with relatively new plants and equipment, practical experience, and progressive management dedicated to build the industry to one of national and world-wide importance.

In terms of total U.S. output, this phenomenal furniture belt today accounts for 63 percent of all wood bedroom furniture, 53 percent of all wood dining room furniture, and 33 percent of all upholstered furniture.

According to the latest Census of Manufactures (1963) report, total national production figures amounted to $1,867,992,000, with North Carolina leading with $355,780,000 and Virginia second with $233,299,000. Third and fourth were Indiana, with $170,099,000, and California, with $136,102,000.

For upholstered wood furniture, the national total registered $983,204,000—North Carolina again ranking first with $198,777,000, California second w $125,123,000, followed by Tennessee with $61,838,0

These figures more than substantiate the Sou position as leader in residential furniture producti In recent years, however, the region has been turn out more and more contract lines and is quickly veloping into a substantial producer of office fu ture. More hotel-motel furniture is produced h than in the rest of the country.

In no small measure, the skyrocketing success this furniture center can be credited to the tr associations that have consolidated the various m keting and merchandising efforts of the manu turers and that have instituted programs to prom the industry in general.

The influential Southern Furniture Manufactu Association, for instance, sponsored the formatio the Furniture Foundation in 1947. The Founda inaugurated a four-year course at the University North Carolina, Raleigh, leading to a B.S. degre furniture manufacturing and management. By 1 more than 200 students had been graduated, an these 150 are currently employed in the indus

The Southern Market—the "Market of the Pro's is big business today and can be correlated to erection of the first unit of High Point's Soutl Furniture Exposition Building in 1921, where mo merchandising of the industry has been develo into an advanced art. Expanding throughout the y (its seventh addition soon due for completion), mammoth Mart now provides far more than million square feet, or approximately 30 acres showroom display space. In this building and o exhibition centers—Furniture Plaza, High Point tional Furniture Mart, Merchandise Mart, Furni Display Building, Southeastern Building, and Dea Mart—are displayed the products of approxima 600 manufacturers. The number of lines availabl buyers' scrutiny jumps when one adds the many tories that maintain company showrooms.

Marketing and merchandising activities are limited solely to High Point. Nearby cities share spotlight during Market Weeks in their own dis centers. Hickory Home Furnishings Mart, for stance, is located on Highway 321, affectionately bed Furniture Highway, which guides buyers on Drexel, Lenoir, Lexington, and Thomasville. (C



Patrician Furniture Co., High Point, keeps its fingers on the pulse of the market by constant contact with interior designers and architects. New ideas from these sources will be translated into five new design series, for the Fall market. In its current collection this high-back executive swivel chair comes in a choice of upholstery vinyls and fabrics, wood or chrome bases. Circle No. 210.



Gregson Mfg. Co., Liberty, N.C., has been supplying the office and institutional furniture market for the past thirty years. Upholstered and wood office chairs and lounge seating units range from traditional and period to contemporary, to fit the requirements of hospitals, colleges, banks, dormitories, and offices. Its more than 400 lines include this grouping, set into a seating well in the main entrance lobby of Arkansas State Hospital, Little Rock, Ark. Circle No. 71.



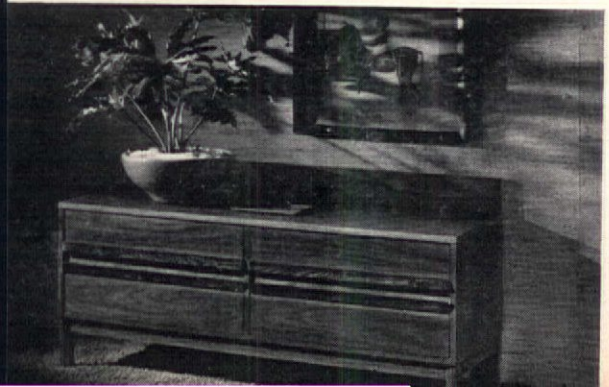
Monarch Furniture Co., High Point, gears its functional and versatile lines to fit just about every type of business environment. At Citizens National Bank, Atlanta, neatly upholstered wood armchairs provide comfort in conference room. In bank's reception lobby, Monarch also supplied a chrome-based sofa and companion lounge chairs, all upholstered in vinyl. Circle No. 130.



Drexel Enterprises, Drexel, N.C., through its contract division, has been a long-time supplier of furniture for hotels and motels and executive office furniture for business establishments. Its Southern Desk Division manufactures versatile lines for churches, laboratories, libraries, dormitories, and classrooms. Charging desk, one of Southern's specialties, is composed of several standard pieces, giving it a custom-made look. In background is matching card catalog. Circle No. 211.



Alma Desk Co., High Point, is one of the largest manufacturer of wood office furniture. Distributed in all states, with five warehouses conveniently located throughout the country, Alma's furniture lines are designed for general and executive offices, board rooms, and reception areas and lobbies. Executive grouping illustrates desk and matching credenza, all in finely grained woods. Circle No. 212.



American of Martinsville, Martinsville, Va., is well-known nationally for its distinctively styled hotel-motel furniture. One of its newest groups is Dania 3, designed to fill size requirements of both large and small guestrooms. Wall units, triplex units, desk-dressers, mirrors, and headboards, along with tables and chairs, offer innkeepers well-built, functional, and coordinated settings. Circle No. 213.

Furniture by other Southern firms are included in Products & Services section, starting on page 148.

A SAMPLING OF SOURCES: SOUTHERN MANUFACTURERS AR

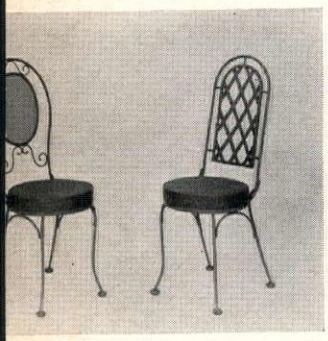
WIDE-RANGING IN THEIR OUTPUT OF CONTRACT FURNITURE AND FURNISHINGS, PRODUCING EVERYTHING FRO GARDEN CHAIRS TO EXECUTIVE FURNITURE, FROM HOTEL-MOTEL UNITS THROUGH TEXTILES AND WALL DEC



A



B



C



D



E



F



G



H



I

A Drexel, a famous southern name, joined forces wi Bechtold Engineering Co., Ft. Lauderdale, in developi new methods of plastic and wood veneer laminating. Be told, a division of Roberts Consolidated, developed automated postforming machine that brought mass p duction to postformed tops and cabinetry ten years a For Drexel, the system was used to postform all four si of its new line, Modulus (shown), with core stock Armorwood, a new vinyl-finished wood veneer. Circle N 51. **B** The south might be called the center of the cas furniture industry stemming from its semi-tropical cli Tropitone of Sarasota, Fla., offers aluminum lines to c and resort buyers such as the new Thunderbird Motel Jacksonville (see cut). One of its newest series, Aege is a blend of classical lines and heavy-gauge aluminu Circle No. 214. **C** Located in the steel center of the Sou Birmingham Ornamental Iron Co. is constantly expandi its lines of wrought iron casual furniture, Meadowcra to keep up with its contract acceptance. The most rec additions include the chairs shown. Circle No. 215. Innkeepers Supply Co. is a giant in the furnishing, fina ing, and design end of the hotel/motel industry. A di sion of the dynamic Institutional Mart of America, I keepers offers the answer to every anticipated need hotel management. The enormous 300,000 square f complex in Memphis is the ultimate in a contract disp facility. Circle No. 216. **E** From a single line offe nine years ago, Scroll Inc. has moved up to the lead ranks of the casual furniture field. One of its ele aluminum lines, Prestige, is shown in the cafeteria at Cedars of Lebanon Hospital in Miami. Circle No. 2 **F** The showroom of Southeast Ceramics Inc. is a n source for Atlanta designers. The facility is a display over 100 large panels of decorative tile. A 13,000 squ foot warehouse provides more display space and a c tractor service of adhesives and grout materials. Ci No. 218. **G** Kodawood of Miami is a manufacturer contract seating. One of its most popular items are solid walnut chair styles featuring cane or upholste back and No-sag seat construction. Circle No. 2 **H** Chicopee Manufacturing Co., is situated near the he of the textile producing area of Georgia, Cornelia. Chicopee drapery fabrics, such as the casement shown, permanently flame-resistant since fibers used will support combustion. Circle No. 220. **I** Sam Moore Fu ture Industries, Bedford, Va., reports a booming busin not only in its furniture lines which it supplies i broad range for public places, but also in its subsidi cotton plant where the firm is planning to expand double production of its facilities to meet the grow needs of the upholstery and mattress industry. Sam Mo has supplied its products to the government for the five years. Circle No. 221.

Jansko of Fort Lauderdale, Fla., offers seating designed and constructed to fit the budgets of any contract installation. Recent volume installations include the new Pepsi Cola Bottling offices in Miami, Gulf American Land Corp., and the Golf Motel in Cape Floral, Fla. Its line includes fully upholstered chairs on slim steel pedestal bases or frames. Circle No. 222. **B** Paul Kaiser Associates a Florida source that services the entire Southeast with quality woven fabrics for commercial use. Fabric shown representative of the high-style handprints available on variety of grounds. Kaiser has recently become associated with Barwick Mills of Dalton, Ga. Circle No. 223. Virginia Metalcrafters Corp., Waynesboro, Va., manufactures lighting fixtures, many of which are reproductions of famous American antiques. A handsome copper lantern (shown) was executed for the Williamsburg Restoration and is known as the East Gate Carriage lantern. Circle No. 224. **D** A recent installation in the new office building of the First Federal Savings & Loan Association Albany, Ga., typifies the fine traditional lines of the Mount Airy Furniture Co. Located in Mount Airy, N.C., the firm has long been the source of traditional furnishings. Circle No. 225. **E** Though the South is the stronghold of our American heritage, modern furnishings are not completely lacking from southern manufacturers. Hamilton Cosco of Gallatin, Tenn., offers a complete line of desks, credenzas, tables, office chairs, and lounge furniture contemporary stylings. Circle No. 226. **F** The contract division of Kent-Coffey, Lenoir, N.C., has reported tremendous growth in the past three years. Besides its many attractive lines of innkeeper furniture, the contract division specializes in a purchase/lease and finance program a complete "turn-key" service to its clients. Tierra, (shown) is a new Mediterranean-styled group. Circle No. 227. **G** Through experimentation with the design staff of Howard Johnson and its own, Stylume has created a new line of outdoor furniture that will make its debut at the chain's first major Miami Beach lodge. Seven years ago, Stylume, located in Opalocka, Fla., specialized only in slatted redwood furniture, but today offers sophisticated styles for the newer resort image of hotels and motels. Circle No. 228. **H** The captain chairs of Miami-based King Arthur Chair Co. have proved so popular that the firm now at work on a number of variations, such as a two-seater model and a special bar stool. The captain chairs are furnished in a choice of finishes and upholsteries. Circle No. 229. **I** Empire Furniture & Rattan of Coral Gables, Fla., has long specialized in rattan groups of contract furniture. The roll-top desk is one of its newest designs and implements the headboards, night tables, and credenzas. Circle No. 230. **J** Boling Chair Co., Siler City, N. C., is now in its 62nd year of supplying office, school, and institutional seating to the trade. Michigan Avenue (shown) a line featuring curved shells and steam-bent solid wood frames in a choice of walnut or swivel bases. Circle No. **K** Custom sculpture and wall decor from Etcetera, Richland, Va., features great variety in style and subject well as in materials. Spanish City is a silver and gold leaf example of its contract offerings. Circle No. 231. Southern Cross Industries of Atlanta has just effected name change to better describe its expansion into new, diverse areas of manufacture. With the acquisition of Reynce Engineering Co. the firm now offers a complete package of dormitory furnishings in addition to its original bedding lines. Circle No. 178.

Furniture by other Southern firms are included in Products & Services section, page 148.



A



B



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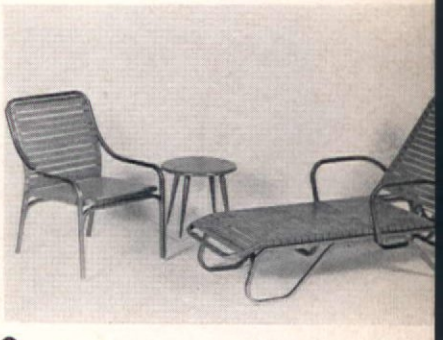
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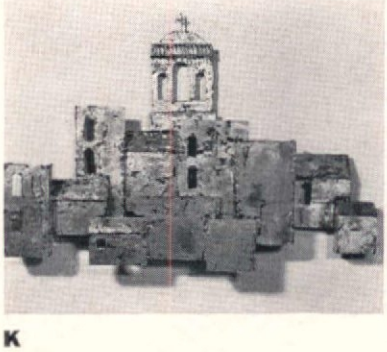
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L

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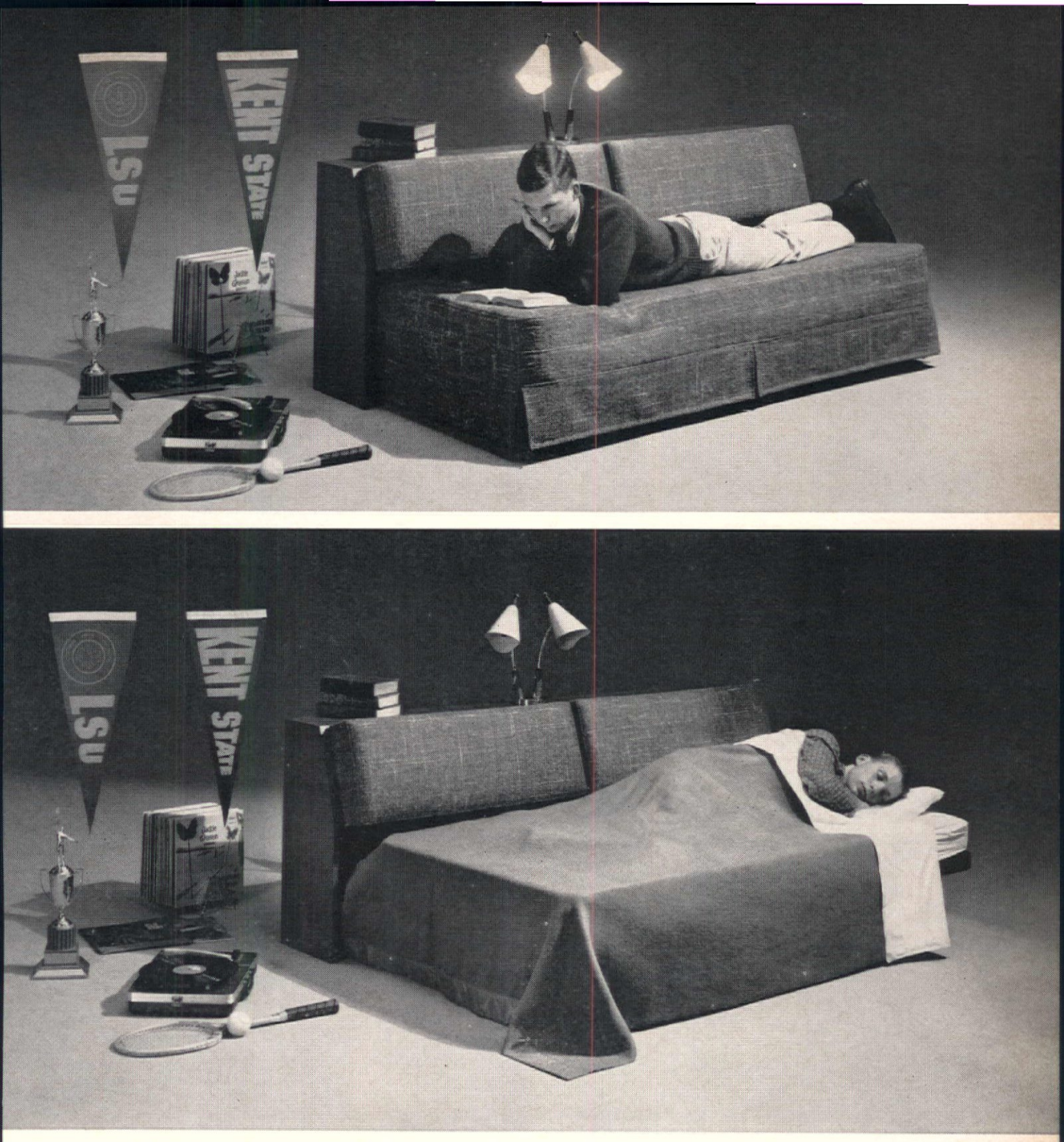
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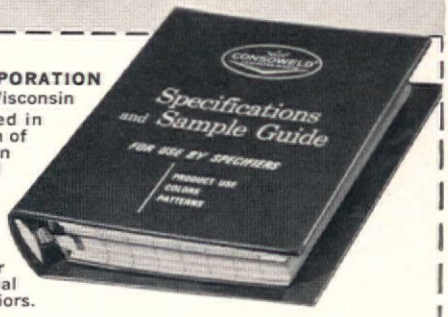
Consoweld's Specifications and Sample Guide contains the complete and current product line assembled in a compact and easy-to-use form. It allows you to specify your laminated plastic requirements with confidence and accuracy. Each Consoweld sample has 7 specially scored, ready-to-use pieces of actual Consoweld laminated plastic that may easily be snapped off and affixed to your specification layout.

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10-A

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Viva Certosa!

It's new! It's different! It's Certosa — one of 14 decorative ceramic tiles created in the Old World manner for Stylon's exclusive Designer Series. With its authentic shape, rich earth colors and antique surface, Certosa captures the charm of a Mediterranean villa... takes interior designs out of the ordinary. Certosa is a genuine ceramic tile... a rugged paver ideal for commercial, institutional or residential applications. Retains its original beauty indefinitely, requires little maintenance, never needs replacement.



CERTOSA: Available in unglazed Chocolate, Amber, Indian Red; glazed Green, Blue, Red, Gold (in photo above). For other patterns and applications in the Designer Series, as well as Stylon's complete line of standard and decorative tile, turn the page.

Stylon CERAMIC TILE

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POM POM This perky wall tile blossoms forth into new dimensions in interiors. Subtle embossing transforms walls into focal points of interest. Size: 6" x 6". In green, yellow, pink, blue.

SMOKE PAVERS The mood is inviting with these glazed heavy-duty pavers setting the scene. Harmonizing colors and modular sizes present an interesting variety of design possibilities. Sizes: 3" x 9", 6" x 6". In blue, green, brown and chamois.



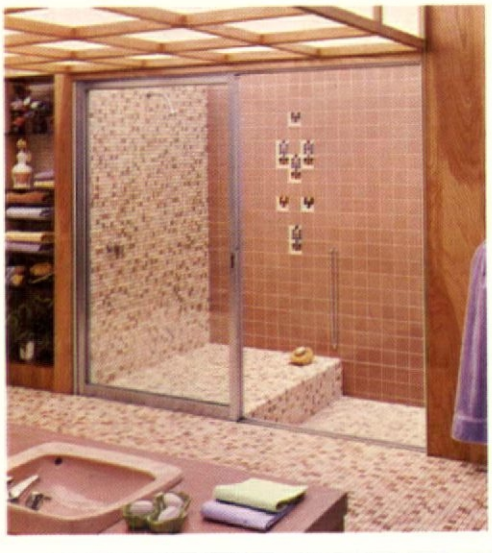


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Spanish Trading Center (lighting fixtures), 979 Third Ave., New Yo N.Y. Circle No. 179.
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Montagu Beach Hotel
Nassau, Bahamas

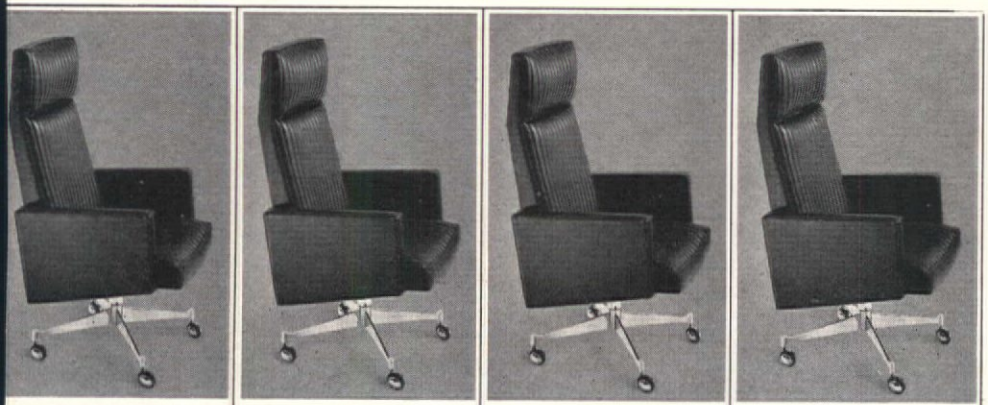
The Pavilions
St. Thomas, U.S. Virgin Islands

Turquoise Bay
Virgin Islands

Sunset Beach Cottages
Frederiksted, St. Croix

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Furniture Co., Incorporated, P. O. Box 3197
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1: adjustable back height

2: adjustable seat depth

3: adjustable seat height

4: adjustable tilt tension

chair that fits like a tailor-made suit, that's Madison's new high back executive posture air (number 6856); truly, a functional chair that conforms to the physical require-ents of the user. This chair has a real four-way stretch and for even more com-rt, as the back tilts, the seat comes up gently at a different rate. The base is lished chrome plated steel with Shepherd casters. May we send you a catalog?

MADISON
FURNITURE INDUSTRIES
Canton, Mississippi 39046

Showrooms: Dallas, Chicago, Los Angeles, San Francisco, Seattle, Minneapolis and Miami

QUESTION???

Why was Buckstaff's Contract Oak Collection recently selected for use in these fine installations?

Union League Club	Chicago, Illinois
Greenridge Turkey Farm	Nashua, New Hampshire
S. W. Missouri State College	Springfield, Missouri
College of the Holy Cross	Worchester, Mass.
U.S. Military Academy	West Point, New York
Haven Hubbard Memorial Home	New Carlisle, Indiana
Owens Illinois, Inc.	Toledo, Ohio
Goodyear Tire & Rubber	Akron, Ohio

ANSWER!!!

Probably because this collection is so extensive -- including Captain's, Bosun's, and Mate's chairs, bar stools, pedestal bases, oak banded table tops, plus a brand new correlated group of lounge furniture.

. . . . or maybe it was because they could effect an English, Colonial, Mediterranean, Western, Viking, or Nautical oak motif'.

. . . . or perhaps it was because this rugged oak furniture was specifically designed and engineered for use in not only the most beautiful but also the toughest - use type installations.

. . . . still unconvinced?? Then write for our free full color brochure plus a listing of time-and-use tested installations - and then see for yourself!

THE BUCKSTAFF CO.

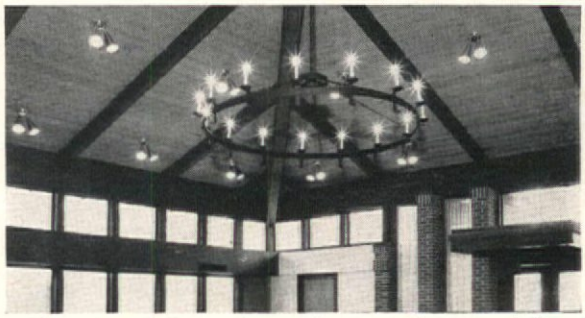
OSHKOSH, WISCONSIN 54901

"From the sawmill to the finished product - Since 1850"

PRODUCTS & SERVICES

Trimble House lighting

Trimble House, Atlanta lighting specialists, offer both design services and manufacture of finishe products to its contract customers. A large selectio of stock styles of lighting fixtures is available, bu



the firm specializes in custom work especially fo troublesome areas that may arise on an installatio Many of its designs are handcrafted of wrough iron, according to individual specifications. Show is an example of one of the firm's installations i the Peoples Bank of Lithonia, selected by contra design firm Ivan Allen Co.

Circle No. 197 on product information card

Irradiated wood products

The nation's first commercial production of irrad ated wood products is now under way at America Novawood Corp., Lynchburg, Va. Pioneering in th field of peacetime uses of nuclear energy, the firi has created Novawood, a product that combines th best qualities of wood and plastic. By impregnatin



ordinary wood with a liquid plastic and hardenin it by intense gamma radiation from a source Cobalt-60, an end product is achieved that retai the natural beauty of finished ordinary wood, whi possessing greatly improved physical characteristi such as strength, abrasion resistance, dimension stability, decay and insect resistance, and weathe ability. Numerous possibilities for built-in permane finishes exist by means of impregnation of color tone dyes in the irradiation process. Markets for th revolutionary product are virtually without limit. No available to the consumer market are three new floo ing materials produced by Novawood: Gammapar, line of parquet flooring, Gammatile and Gammaflak flooring and paneling products with a flakeboard bas

Circle No. 324 on product information card

← **Circle No. 276 on product information card**

Circle No. 215 on product information card

autiful Way To Set The Scene







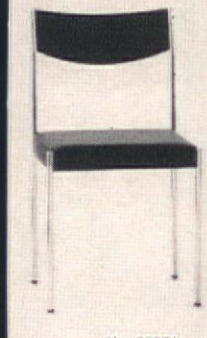


e are just four of more than 200 handsome Meadowcraft ces! All styled with the consideration for scale and com- that has helped make Meadowcraft the most sought- r wrought iron furniture in America!

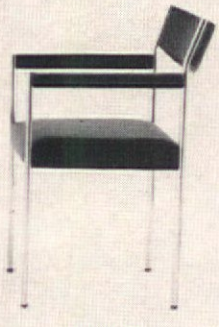
See these and other great Meadowcraft designs at 979 Third Avenue, NEW YORK, or write for the complete catalog of Meadowcraft designs to Birmingham Ornamental Iron Company, 4636 First Avenue North, Birmingham, Alabama.

Meadowcraft

...talk about chairs



No. 80051



No. 80050

...talk about tables



No. 80020

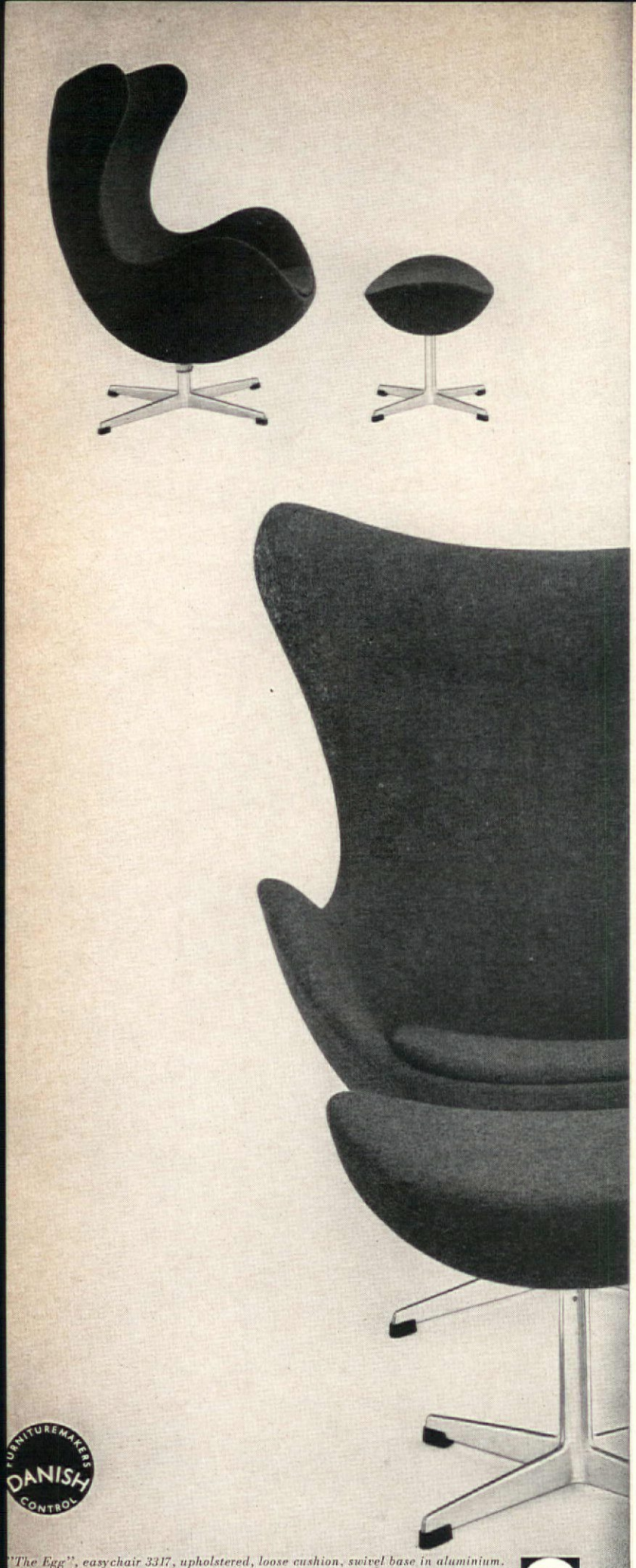
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The CHF line is growing...now offers the most complete line of pedestal furnishings. Custom design too for your special jobs. Call...

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North Chicago, Illinois

Showrooms in all Principal Cities

Circle No. 34 on product information card



"The Egg", easychair 3317, upholstered, loose cushion, swivel base in aluminium.
Footrest 3127 : upholstered, aluminium.
Fritz Hansen Inc., Decorative Arts Center, 305 East 63rd Street, New York 21, N.Y.
Templeton 8-32 5. Division of Fritz Hansen, Copenhagen.

FURNITUREMAKERS DANISH CONTROL

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PRODUCTS & SERVICES

CONTINUED

Signet Mirrors by Carolina

Signet mirrors made by Carolina Mirror Corp., North Wilkesboro, N.C., for contract installations are polished plate glass with silvering guaranteed against



deterioration. Many styles and types of mirrors are available, door mirrors, framed mirrors made to designer's specifications, and bathroom mirrors cut-to-size. Shown is a specially designed gold framed mirror in a guestroom of the Atlanta Marriott Motor Hotel.

Circle No. 26 on product information card

Cabana Star

The distinctive styling features of Cabana Star, a new casual furniture grouping by O. Ames Co., Park-



ersburg, W. Va., include swivel and modern pedestal bases. Designed for use around the swimming pool, on patio or lawn, in family rooms, and in dining areas, the group is contour-cradled for maximum comfort. Seating is made of vinyl cord, and table tops are opaque, ripple-mist tempered glass for added beauty as well as safety.

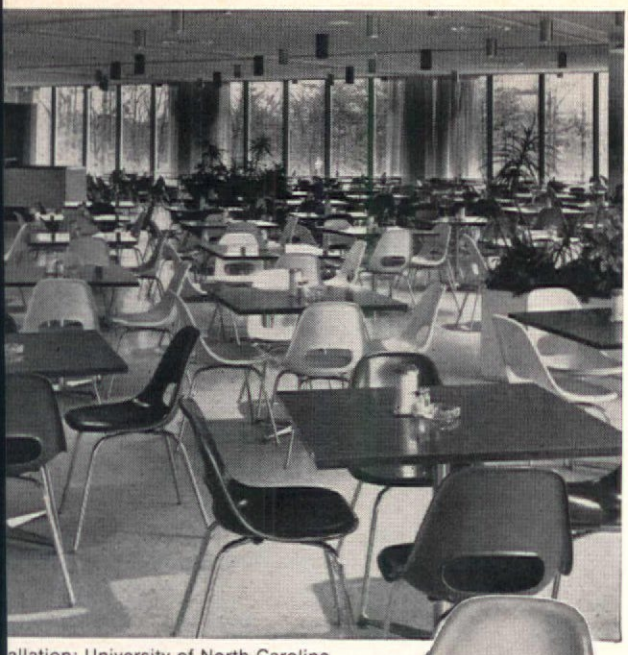
Circle No. 325 on product information card

Hi-Density foam carpet cushion by S&W

S & W Foamers, Inc., Dalton, Ga., produces a superb Hi-Density foam rubber, specially formulated with 38 to 56 ounces per square yard, for the contract carpet industry. The material ranks unusually high as a carpet cushion, meeting GSA specification #DDD-C-95. The firm is a pioneer in the Hi-Density foam rubber.

Circle No. 326 on product information card

← **Circle No. 78 on product information card**



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Colorful, Durable, Practical Krueger

3000 Series Fiberglass Chairs

for meeting, reading and eating



No. 3100
Side Chair

ig Chair on Campus

Dining hall or student union... Krueger 3100 Side Chairs are the University of North Carolina's choice for seating the college crowd in colorful, carefree comfort. Every 3000 Series shell is contour-molded of Krueger's own quality fiberglass—resilient, color-fast and virtually indestructible. Legs are heavy-gauge, black or chrome-plated tubular steel with self-leveling nylon glides. Arm and Side Chairs also feature swivel/pedestal bases. Also available are richly upholstered units, foam-cushioned and covered in colorful Naugahyde; or Spot-Shed treated, textured fabric (Arm Chairs only).



No. 3000
Stack Chair



No. 3200
Arm Chair

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Circle No. 277 on product information card



The first thing people look at!

Chairs! Everything else can be Perfect, but chairs are the final test. Notice how you make a critical appraisal of a room's chairs . . . their shape, sturdiness, upholstering, and special attention to small design details. What does the chair tell you about the room? Everything . . . like looking at a man's shoes.

Charlotte chairs pass those critical tests time after time . . . by professional designers . . . by their owners . . . by the people who sit in them.

Those chair people at Charlotte know their business and chairs . . . and fine chairs are their only business. Over fifty years of chair making experience will give you just the exact design you desire. For that special chair, call on the chair specialists. Send for the new Charlotte Catalog today.

ccc charlotte chair company

CHARLOTTE, MICHIGAN

Circle No. 278 on product information card



From the foyer... to the dining area

The range of design, construction and upholstering, of Gregson's Contract Seating Groups, is wide and complete. Here you will find exactly what your planning calls for. Whether it is functional quality or the accent of superb luxury. And no where will you find more inbuilt long wear, within the price brackets.

Gregson MANUFACTURING CO. LIBERTY, NORTH CAROLINA — A Half Century of Fine Chairs

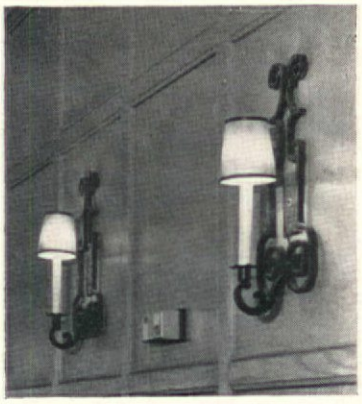
Circle No. 71 on product information card

PRODUCTS & SERVICES

CONTINUE

Lampshades

Specialists in flexibility of lampshade designs an manufacture, Decor Lampshades, Atlanta, has e



panded its stock designs to make available custo shades to the contract trade. Shown is special effe shade for sconces and chandeliers in the City N tional Bank, Columbus, Ohio.

Circle No. 289 on product information card

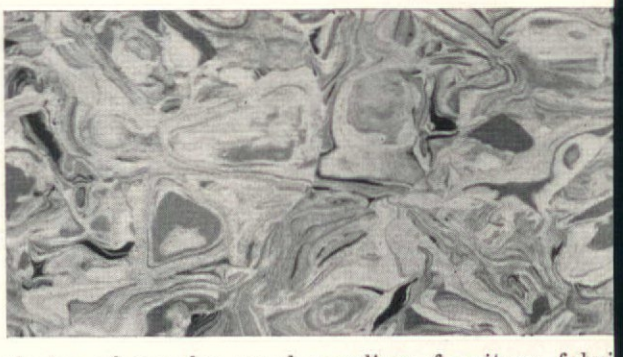
Imperial's three contract qualities

Three qualities of carpeting from Imperial Carp Mills, Dalton, Ga., are Royalton, Queen's Point, a West Point—all specifically designed for commerci and institutional use. Royalton, a 100 percent co tinuous filament nylon in solid colors, is geared f apartments and hotels. Queen's Point, space-dyed 1 percent continuous filament nylon, works extreme well in motels, banks, offices, and bowling alleys. We Point is a 100 percent wool non-directional desi for offices, banks, and restaurants.

Circle No. 327 on product information card

Drexel Hill vinyl tile

Among the wide selection of flooring materials a styles from Robbins Products, Inc., Tuscumbia, Al is a new pattern in homogenous vinyl tile call Drexel Hill. Displaying a burl grain pattern, it sub blends tonal accents throughout seven color styles



shades of popular wood paneling, furniture fabri draperies and carpets. While each color style conta a variety of shades, no one predominates; with to balanced against one another, each rendering has greater versatility with respect to interior co schemes.

Circle No. 159 on product information card

Circle No. 279 on product information card



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rdy Craft exclusive, FESTIVITY comes to the dramatic Oak Leaf pattern in luxurious *yed*, two-tone shades of White on Blue; on on Pink.

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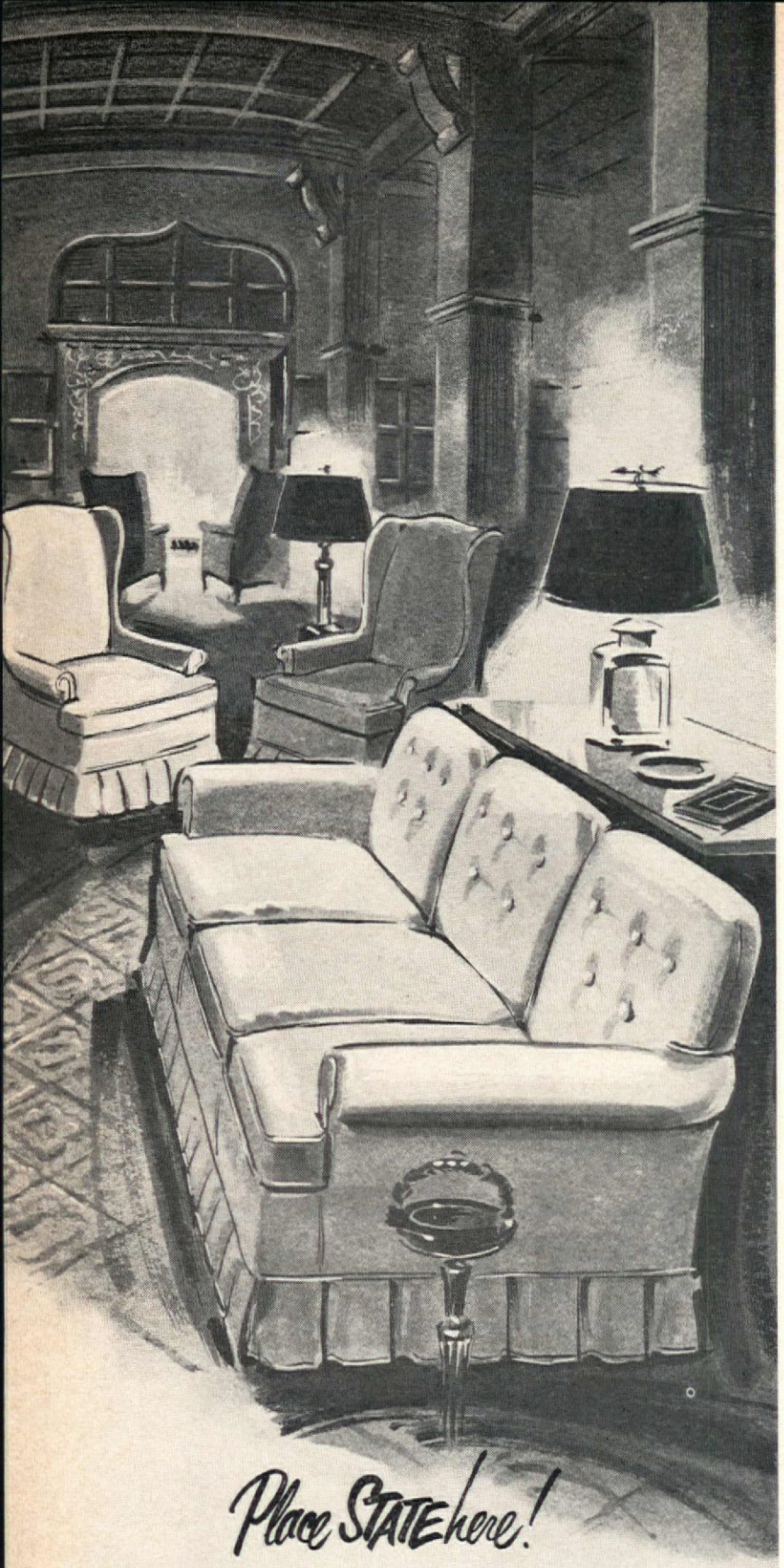
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OF NEWBURGH, INC.
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PRODUCTS & SERVICES

CONTIN

Patented fiber glass sun lounge

A sun lounge made of fiber glass for easy maintena is a patented product from duCor, Hialeah, Fla. I of the company's extensive line of outdoor furni which contains pieces of fiber glass combined



anodized aluminum, the sun lounge is a prac poolside companion. The weatherproof lounge shown with and without vinyl covered cushions at Seacoast Towers Apartments, Miami Beach, Fla., was chosen by builder Alexander Muss and Sons.

Circle No. 328 on product information card

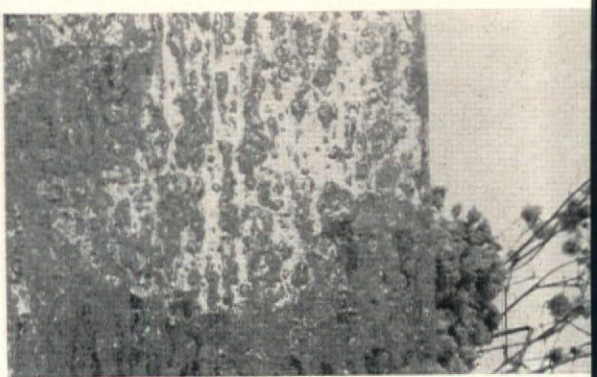
Vinyl drapery

Draperies made by Luxout Plastic Products, Richmond, Va., are available in three opaci Translucent, Dim-Out, and Black-Out. Made printed and embossed vinyl fabric, they are manently flame retardant and electronically we resisting sun as well as harmful properties of arti light.

Circle No. 329 on product information card

New flat glass pattern from ASG

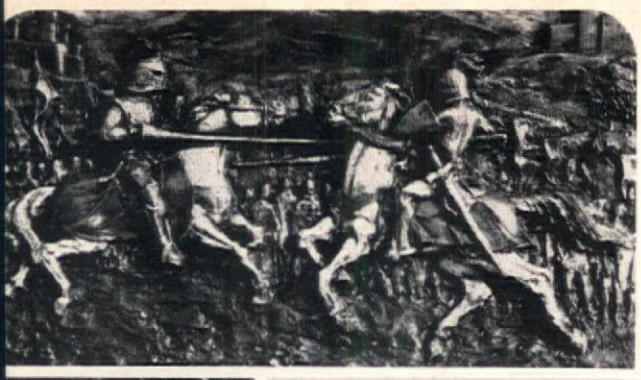
Cascade, a new glass in the extensive line of glass products manufactured by American St. Gl Corp., Kingsport, Tenn., is produced by a sp process that captures thousands of tiny bubbles



in the glass. Dispersed at random, the bubbles c a shimmering curtain of light in which there repetition of the design. The misty-white appea of Cascade makes an interesting application for decorative windows and panels, partitions and viders. It is available ⅜ inch thick, in normal le up to 48 inches wide.

Circle No. 340 on product information card

← **Circle No. 281 on product information card**







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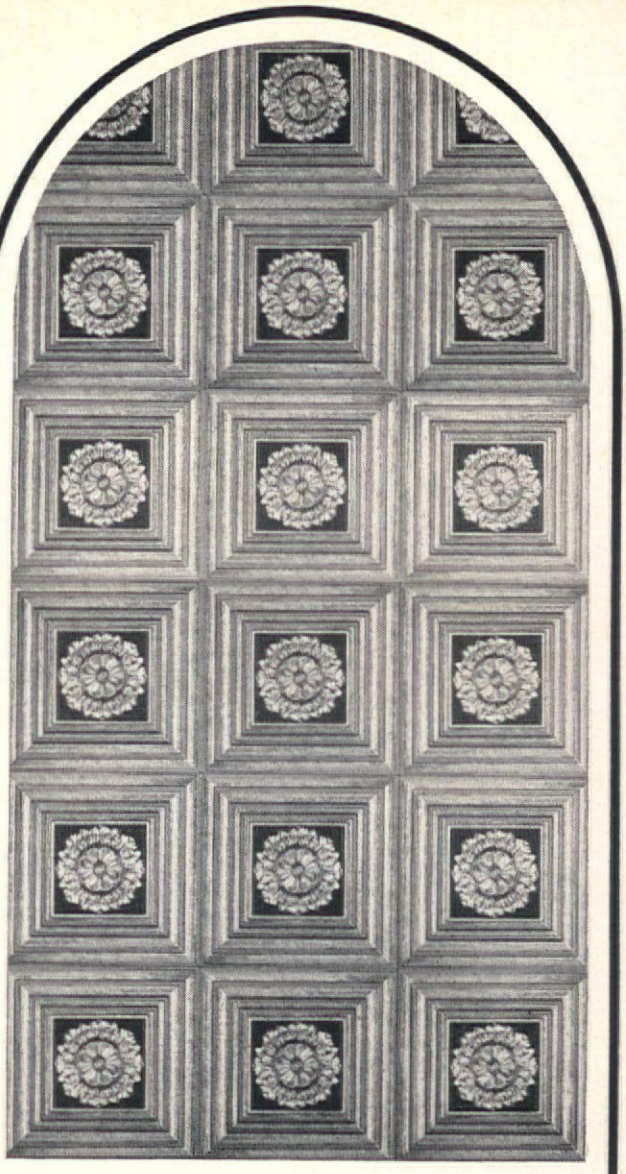
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Warner wallcoverings

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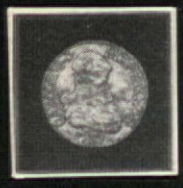
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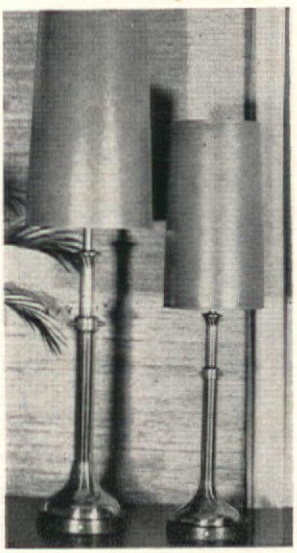
Must be actively contacting

PRODUCTS & SERVICES

CONTIN

Contract lamps

Contract lamps of all aluminum construction finis in a tarnish resistant finish are manufactured Continental Lamp Co., Miami, Fla. Walnut or s



ebony bases are available and lamps come in two s 40 and 50 inches high. There is also a compa tray floor lamp with optional mica table, as wel various other items among the company's 165 s styles.

Circle No 314 on product information card

Drapery and bedspread fabrics

Available for hotel, motel, and other institut needs, are fabrics for drapery and bedspread f McCanless Custom Fabrics, Salisbury, N.C. In manufacture of bedspreads, the company uses n thread and a lock-stitch quilting machine to in



long life. Spreads filled with polyester fiber are w able, quick drying and can be made in hundred McCanless fabrics. Draperies in Dacron, Fortrel, Avril rayon are hand-cut with careful attentio matching fabric patterns. Shown is a guest roo the Carolinian Motel, Wilmington, N.C., deco by McCanless Custom Fabrics.

Circle No. 341 on product information card

←Circle No. 283 on product information card

Circle No. 284 on product information card





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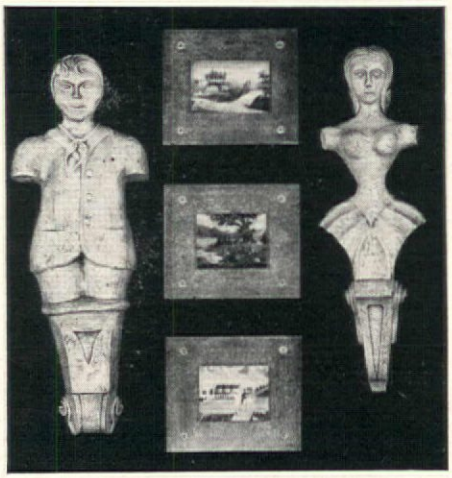
Chicago: Adornment's, Inc., 226 W. Kinzie Street ■ Dallas: Castlebury-Held, 2416 Maple Avenue ■ Los Angeles: Bob Mitchell Assoc., 8844 Beverly Blvd. ■ Miami: Robert A. Schoen Assoc., 108-112 N.E. 39th Street ■ Philadelphia: Joseph B. Croce, 1616 Walnut Street ■ San Francisco: Zuckerman Fabrics, Inc., 445 Jackson Street.

PRODUCTS & SERVICES

CONTINU

Wall decoration

A large selection of wall decorations from Irv
B. Last Associates, Inc., Miami, Fla., includes pictu
of all styles and periods, and cast items manufactu
of fiber glass for durability and ease of installat
for exterior as well as interior use. Complete c



coordination, choice of finishing, design and ma
facture of special items for public buildings, and
sonal consultation to aid the solution of indivi
design problems are among the services offered
the firm. Shown are examples of wall plaques
pictures with Americana subjects.

Circle No. 342 on product information card

Lamtron institutional furniture

The line of contract case goods for hotel, motel,
dormitory use of Lamtron Industries, Inc., Mi
Fla., is being expanded to include nursing h



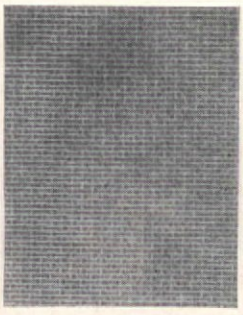
hospital, and library furniture. Shown is a do
tory room at Gallaudet College, Washington,
with a modular system including desk, and m
plicity of storage units. In this installation all
faces are General Electric's textured Textolite.

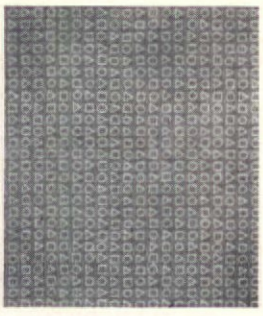
Circle No. 343 on product information card

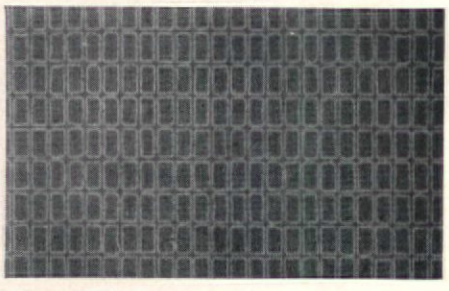
← **Circle No. 286 on product information card**

w laminate patterns

hitectural rather than free-form qualities define ee high-pressure decorative laminate patterns de- oped by Eliot Noyes for Westinghouse Electric p., Micarta division, Hampton, S.C. Ranging from to coarse, the patterns are: Micromesh—suggest- a delicate mesh, and unobtrusive when viewed from





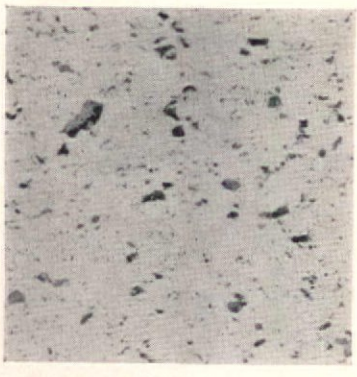


stance; Geometrics—a restful pattern that com- s the circle, triangle, and square, into a pleasing nced composition; Windows—a pattern designed to depth to a surface, consisting of a repeated rec- ular design, suggesting windows. The three new erns are superimposed on a variety of 12 solid s.

Circle No. 245 on product information card

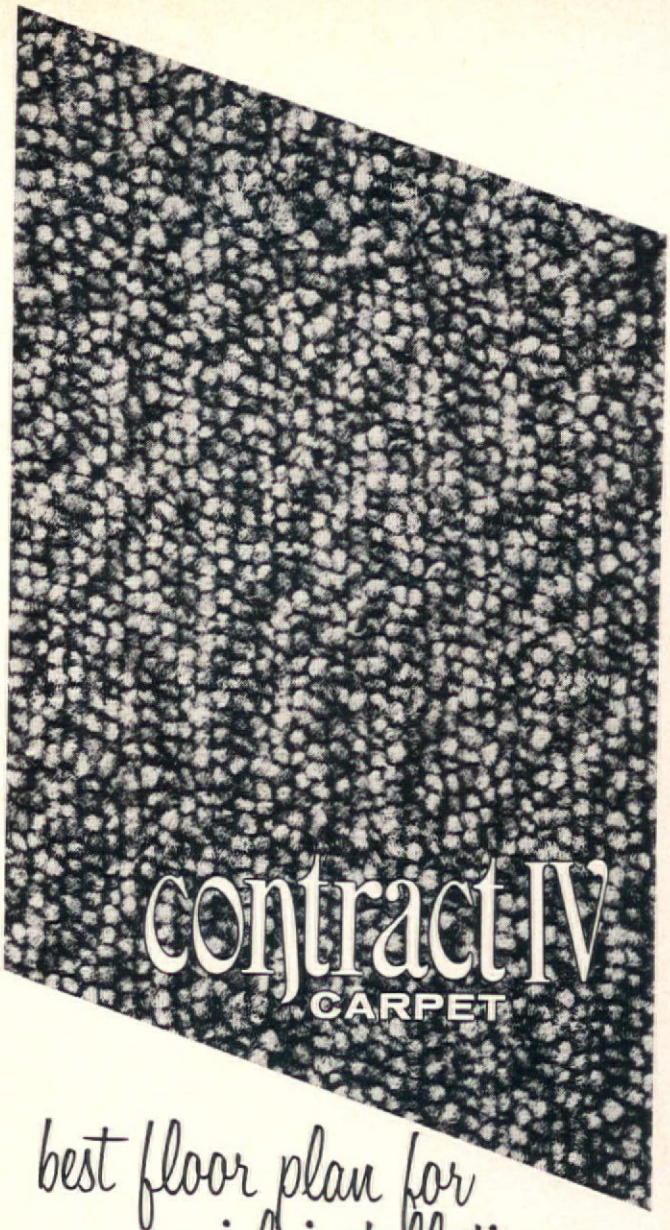
ng systems

ex Corp., Tampa, Fla., produces and markets a lete line of ceiling systems for commercial and tutional use. Products include mineral ceiling tile lay-in panels with high acoustical efficiency and rative appeal. Systems include UL time-rated



and ceiling assemblies and through-perforated lating ceilings for the control of air distribution. n is a natural fissured acoustical ceiling tile e pattern reproduces the look of travertine le.

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best floor plan for commercial installations... Contract IV by Columbus

This tough new ⅛-inch gauge contract carpeting by Columbus Mills fits every specification for endurance and stamina, good looks and long wear. The 100% Enkaloft continuous filament nylon pile is dense enough to repel dirt and stains, tough enough to take the heaviest traffic without a sign of wear. Contract IV's nine vibrant colors coordinate perfectly with every room setting, and the 12 and 15 foot widths provide greater flexibility in any space, large or small. Include Contract IV by Columbus Mills in your next contract plan. Call or write for samples and complete specifications.

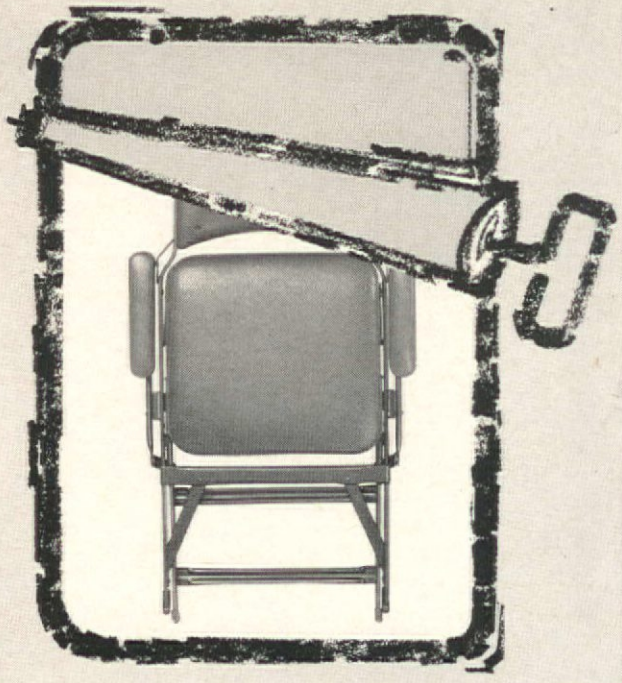
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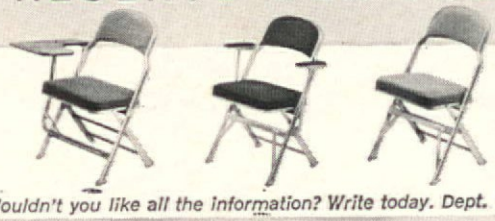


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PRODUCTS & SERVICES

CONTI

Thayer Coggin Institutional

The new New York showroom of Thayer Coggi stitutional, based in High Point, N.C., offers the f complete line of contract furniture, designed by Baughman. Shown in the top photo are example several loose cushioned seating models, a long and leather covered chair filled with DuPont's Da 76. Square 16-inch high table is rosewood on r legs, and a metal frame chair with strong arch





tural lines, make a light but sturdy contrast wit fuller pieces. In the lower arrangement, gr around a glass-topped table with steel base is a inch sofa with loose seat and back cushions and a panion Tuxedo armchair. Architectural chair h upholstered with fabric rather than leather, softer look.

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SEND

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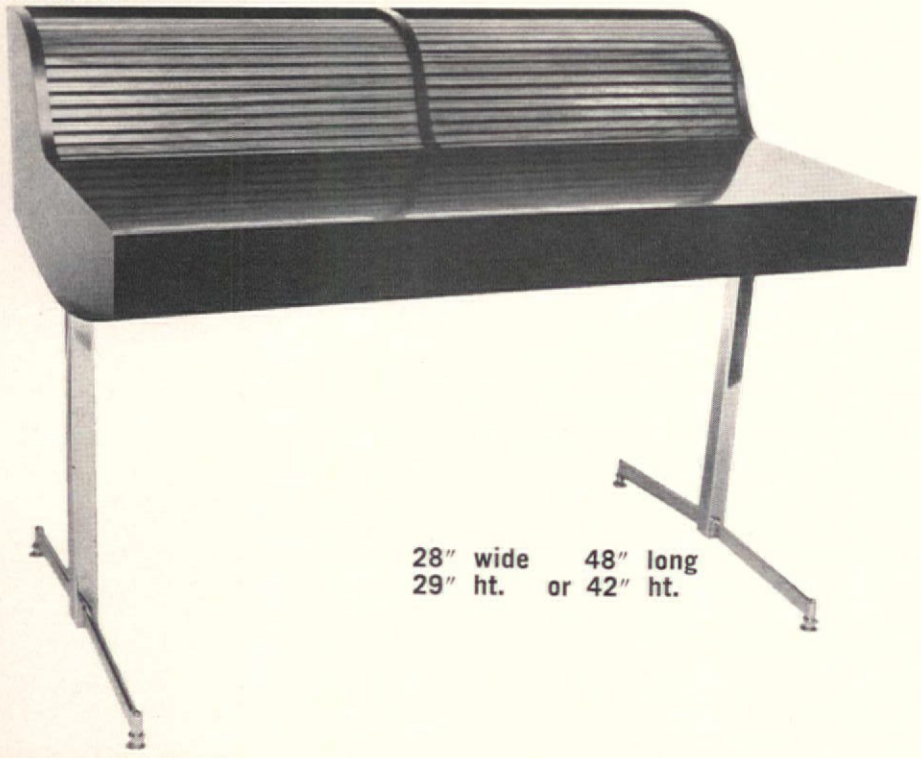


The Beauty's Free *What you buy is the rugged Provincial Elm construction, extra bracing, gluing and doweling, and the durable finishes that make ntry Contemporary almost indestructible . . . tough enough to stand the abuse it gets in dormitories, lodges, and troop installations. We don't charge extra for Country temporary's casual, relaxed, elegant air . . . its special beauty that sets a whole new mood in interior decor. Over fifty perfectly coordinated pieces, available in a choice of dark ght antique finish. Our catalog's available on request . . . why not write for it?* 6-2

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PRODUCTS & SERVICES

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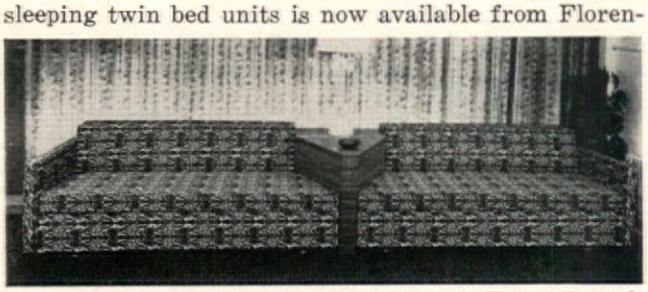
Indoor-outdoor carpet by Vinyl Fabrics

At home either indoors or out, Cottage-Court carpeting by Vinyl Fabrics Corp., Dalton, Ga., is made of nylon face fibers flocked directly into a pure, flexible vinyl back. It will not absorb or hold moisture, is easy to clean, and comes in twelve vibrant colors in 12-foot widths.

Circle No. 345 on product information card

Sleep-seating units

Du-all beds, a new line of seating, lounging and sleeping twin bed units is now available from Florentine Furniture Industries, Inc., Miami, Fla. All models have custom made box springs with suspension spring foundation and 16 body guard supports. The Martinique (shown) is an elaborate model of the multipurpose units.



Circle No. 238 on product information card

Espana

Espana, a metal furniture grouping by Carc Forge, Inc., Salisbury, N.C., comes with a ten-



guarantee against rust. Its Spanish styling is hanced by easy-to-clean plastic top table. Nylon g on all pieces prevent marring floor surfaces. T is 42 inches in diameter.

Circle No. 346 on product information card

Contract 72 by Charter

Engineered for the commercial market, Contrac by Charter Carpet Corp., Calhoun, Ga., is 100 per continuous filament nylon in four-tone space colorations. The one-level pile is densely constru using 64 tufts per square inch. It is available double jute backing or a high-density foam bor backing.

Circle No. 347 on product information card





A CONTEMPORARY CLASSIC
FUNCTIONAL DESK STYLIN

Scerbo's specially built No. 49 Modu Unit is truly a Contemporary classic co bining functional design and curvilin beauty of form. It's a handsome execut desk with optional Return, providing a ple drawer space and storage cabi facilities. It's a roomy conference ta graciously contoured to invite comf ease and relaxation. Custom-crafted rich, warm Walnut to blend in beaut harmony with any office decor.

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Circle No. 291 on product information card

CONTRACT NEWS

HELIKON FURNITURE CO., INC., and DEALER TO THE TRADE have moved to expanded, individual showrooms at 315 East 62 Street, New York City.

VENINI, LTD. has relocated its showroom from 377 Park Avenue South to 16 East 39 Street, New York City. Under the direction of its president, Robert Lowell, Venini, in its larger quarters, is offering chandeliers, sconces, lamps, and glassware to architects and designers.

Some 50 furniture manufacturers will show Federan Raphael, a new pattern in the Federan line of vinyl fabrics manufactured by AIRCO PLASTICS PRODUCTS, on their new designs and lines. An expanded elastic vinyl, Federan Raphael with its design-in-depth concept, was developed in time for a formal introduction at the International Home Furnishings Show in Chicago this January. It features special embossing techniques, unusual color shadings, and a high degree of suppleness.

The Textile Fibers Department of DOW CHEMICAL Co. has been reorganized and will henceforth be known as TEXTILE FIBERS DEPARTMENT, DOW BADISCHES Co. Offices will remain at 350 Fifth Avenue, New York City.

Present production of Polybac at PATCHOGU PLYMOUTH Co. is ten times what it was two ye ago, according to Thomas E. Cowell, Jr., vice presid in charge of marketing. The annual rate for t synthetic carpet backing is now 100 million squ yards.

DUO-BED CORP. will show its line in the Arma Morell showroom at 425 East 53 Street, New Y City. Jim Griffin is the company's New York sa representative.

SCHAFER BROTHERS, INC., Los Angeles furniture m ufacturer, has purchased the assets of S-K Cabi Co. The acquisition of the manufacturer of wood a laminated plastic food service equipment will a ment Schaefer's line of restaurant seating.

The Philadelphia office of C. H. MASLAND & So manufacturer of rugs and carpets, has moved to n and larger quarters in suite 1701, One East Pe Square.

D. & E. SHOWROOM, fabric representative, has ope a new showroom at 1301 M Street, N. W., Washi ton, D. C., and will also maintain its present sh room in Philadelphia. The following lines are rep sented by D. & E.: Howard & Schaffer, Berga Webb Textiles, Westgate, Maurice S. Franks, Fr ciscan Fabrics, Hides Inc., and Inez Croom W papers.

(*Continued on page 1*

TRI-PAR

for every good seating reason









Top row: Model 5314 CB metal stack chair, Warwick Hotel, Houston; Bottom row: Model 2600, the Fox Hills Country Club of Mishicot, Wisconsin.

Send for Current Catalog on Complete Metal and Wood Line of Chairs and Stools

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Designed in Italy, new tables with *Unbreakable Glass Tops* permit re-positioning of legs for nine different table designs!

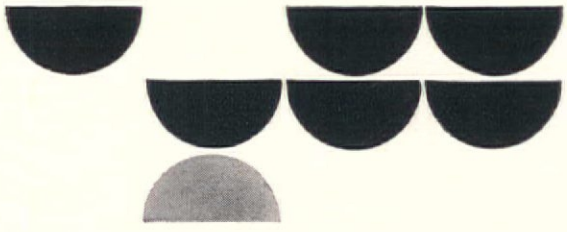


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CONTRACT NEWS

CONTINUED

HERMAN MILLER, INC. has broken ground on a 200- by 280-foot, 56,000 square foot new plant for what will be the third unit in a long range construction program started in 1958 on its Zeeland, Mich., 85-acre site. The new facility will be an extension of the firm's existing plant B, bringing its area to 88,000 square feet. The total Zeeland plant footage is 176,000 square feet. Architectural designer for the new plant is Gordon Chadwick of Nelson and Chadwick, New York architects. Architects and engineers on the project are Daverman Associates of Grand Rapids; the contractor, Pioneer Construction Co., Grand Rapids. Herman Miller's expansion primarily in educational, office/institutional, and government markets has necessitated the increased facilities.

The name of PROGRESS LIGHTING CO. has been changed to LIGHTING CORP OF AMERICA. The residential lighting division will continue under the name of Progress, as a division of the company; other operating divisions will not change, although they will be identified as divisions of Lighting Corp. of America.

An informal agreement, subject to stockholder approval, for the acquisition of LA FRANCE INDUSTRIES, INC. by RIEGEL TEXTILE CORP. has been announced by the presidents of the two companies, Mr. Willia E. Reid of Riegel, and Mr. Henry A. Hafner of France. Riegel will issue approximately 188,0 shares of its common stock to the common sto holders of La France. The outstanding preferred sto of La France will be acquired by Riegel for $1,000,0 and eliminated in the merger. The operations of France will be continued as a division of Riegel und the direction of Mr. Hafner and the present manag ment organization.

ROYAL SYSTEM INC., an American subsidiary of t Danish manufacturer of wall-hung furniture, h opened a West Coast branch at 13850 Saticoy Stre Van Nuys, Calif. Operating both a sales and servi facility, with sales under the direction of Torb Munkler, and Ole Thorso in charge of service a administration, the office will serve all of the We ern states.

THE MOSIAC TILE CO., Cleveland, Ohio, will constru two new tile manufacturing plants. Several sites f the plants in the southern part of the U.S. and on t West Coast are currently being investigated.

The name's not the same

It's Mr. Rene Suane, not Mr. Rene Strauss, who director of contract design for John Strauss Ass We inadvertently erred in our coverage of the sen nar sponsored by Illinois Chapter, AID, in Contra Business section, May issue, page 20.



Installation at Pot-O-Gold
Atlanta, Georgia

PLUSH CARPET SHOPPING

This specialty food store in Atlanta, Ge boasts a first in the city with "plush shopping." It's Porter Carpet's Port Su of 100% Nylon. A long wearing tufted with level, tight pile. Also reduces noise ping and breakage; holds heat, and is e clean and repair. (Savings on floor cle alone, will pay for this installation, says owner.) Can be installed over most flo Installation charge is approximately $1 square yard; delivery 4 to 6 weeks.

Other Recent Installations

Career Schools, Philadelphia, Pa.; Clo Convalescent Home, Pasadena, Cal.; Pi Restaurant, Houston, Texas; Dormitory, versity of Florida, Gainesville, Fla.; centers of America, Memphis, Tenn.

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NEW

POLYPROPYLENE CHAIR WINS ACCLAIM IN ENGLAND AS A TECHNOLOGICAL BREAKTHROUGH

esigned by Robin Day, celebrated British **Architect/Made in USA**
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njection molded polypropylene SR2™ seat and back with fabric-like
nish. Will not chip, crack or craze. Stain proof. Can be washed with
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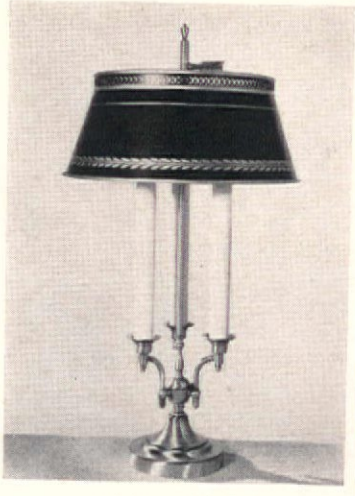
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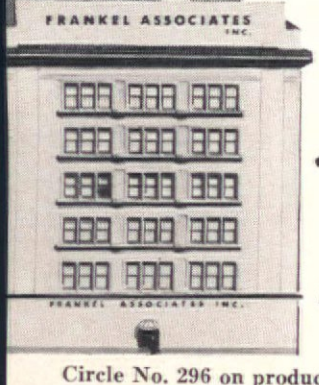
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Write for *new* catalog 'C'

Circle No. 298 on product information card

No. 232 on product information card

MANUFACTURERS'

LITERATURE

Two new, 4-page, fully illustrated brochures on designs from the award-winning sculptured wall module collection by Erwin Hauer are available from Arts for Architecture, Inc. Included in both brochures are photographs of installations of the two modules as well as design specifications.

Circle No. 315 on product information card

A 64-page contract catalog from Marden gives illustrated coverage of its numerous seating pieces, desks, tables, and cabinets. Many models are illustrated with diagrams as well as photographs, and all are accompanied by descriptions. A 19-page price list of all items, with detailed specifications, is available with the catalog.

Circle No. 316 on product information card

A brochure from Steelcase, Inc. offers ten pages of full color illustrations of its new 440 Series of modular seating for lobbies, reception areas, and lounges. A colorful center spread illustrates all 26 units in the series, giving full dimensions. A section illustrating seating arrangements that can be formed with the 440 Series is included.

Circle No. 317 on product information card

Executive Office and Building Equipment, a ne catalog from McDonald Products Corp.—manufac turer of the Duk-it line of office accessories—cover a complete line of desk accessories, smoker's aid wall urns, floor urns, waste baskets, planters, an costumers, with color and black and white illustra tions, description, and price listing.

Circle No. 121 on product information card

An 8-page brochure covering General Electric complete line of Textolite laminated plastics in sati and textured finishes contains sample chips of 2 solid colors, 18 woodgrains, and 6 royales, marble and mists. Another 32 mists, abstracts, and fleck are illustrated in full color.

Circle No. 313 on product information card

A new 12-page color and duo-tone catalog from Alm Desk Co. covering their Castilian group of executiv office furniture, is presently available.

Circle No. 212 on product information card

The Catalogue of Color Reproductions of Paintin 1860 to 1965 reproduces in black and white eac of 1,589 color reproductions, gives the process, siz printer, publisher, and brief data on the painter an the work of art. Published by UNESCO, the catalo is designed as a guide to the public as well a to educational and cultural institutions, and repr sents a selection based on the fidelity of the pri and the importance of the artist and the origin painting. It is available from the Unesco Publicatio Center, 319 East 34 Street, New York City, 1001

Circle No. 311 on product information card



EARLY AMERICAN FURNITURE • COUNTRY STYLE 7' Oval Trestle Table & Double Back Bow Chairs

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Something Unique in Contract Furniture
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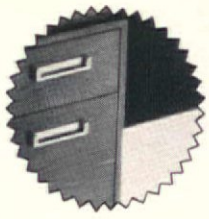


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The manufacturers of fine wood desks who use Densiwood for legs, center posts, moldings and other wear-points insure lifetime beauty for their furniture.

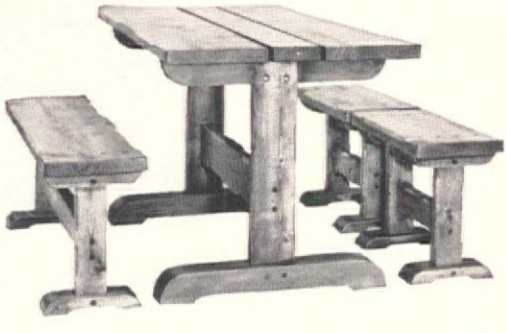
The exclusive Densiwood process gives rich woods the mar-proof durability of a diamond—where it counts. *No dents, scratches or scuff-marks! No jagged corners to snag nylons!*

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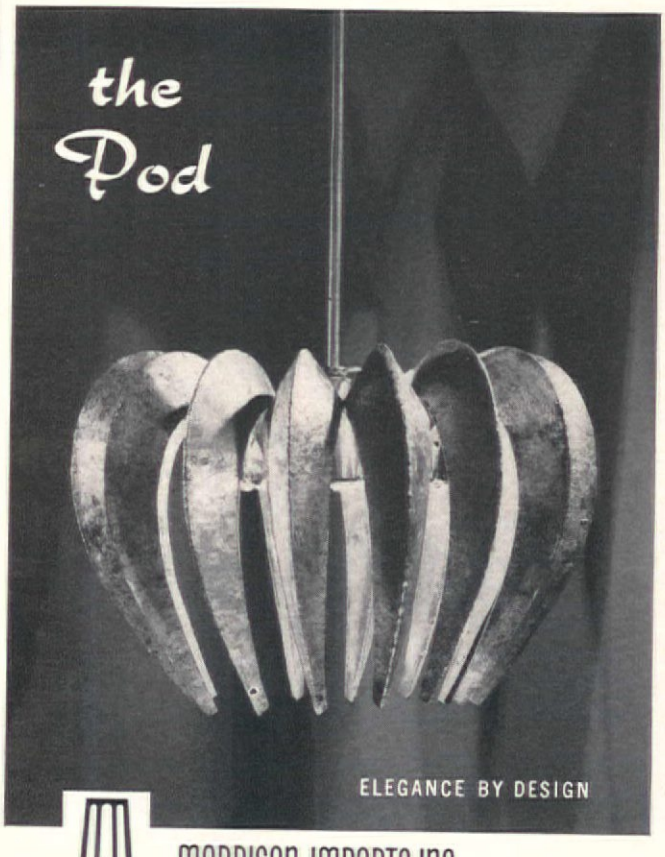
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FREE MAT CATALOG: Ask your maintenance supplier about Crown's sponge and solid vinyl, nylon/vinyl, and rayon/vinyl mats, matting, and carpeting. Or write Crown Rubber Company, Fremont, Ohio 43420. Telephone: 419—332-5531.

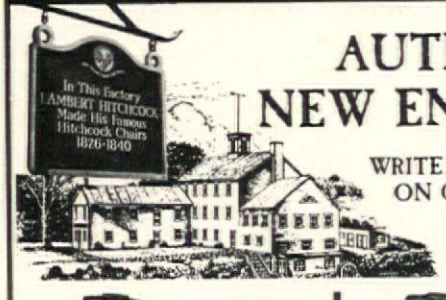
MATS—3' x 4', 3' x 5', 3' x 6', 4' x 6', 4' x 8'



RUNNERS—20-yd. lengths 3', 4', 6' widths

Crown Carpet Cover

Each piece bears this signature — our registered trade mark.
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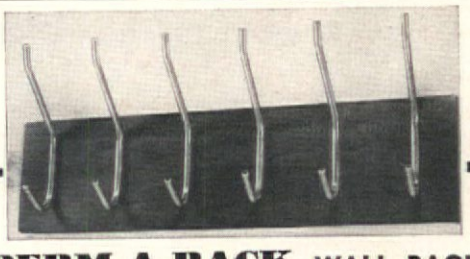
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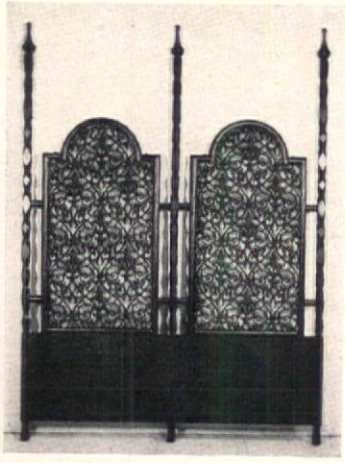
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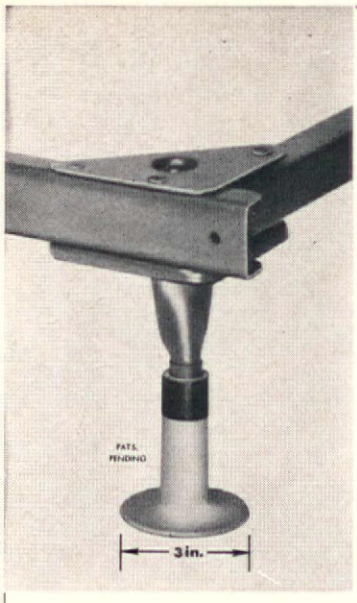
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